Prince Edward Island
TOURISM

Policy, Planning and Research

Economic Impact Tourism 2001

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Part 1. Introduction

Economic Impact: Tourism 2001 is Tourism PEI's annual report on visitations, visitor profiles and visitor expenditures for the mid-May to end of October tourism season. Throughout the season, visitor data are collected in several different ways with the data collection techniques designed to provide insights into a wide variety of visitor information, including:

1) visitor origins;
2) age;
3) employment status and income;
4) education;
5) party type and size;
6) primary purpose of visit;
7) travel motivators;
8) trip planning process;
9) mode of travel;
10) length of stay;
11) main overnight destination;
12) main type of accommodation used;
13) "day trip" travel patterns while visiting;
14) activities experienced; and
15) expenditures by key expenditure categories.

Part 2 of this report explains the methodology used to collect and analyze the data. **Part 3** is an overall summary for Prince Edward Island. **Part 4** provides a detailed profile of (1) pleasure visitors, (2) business visitors, (3) motorcoach visitors and (4) Japanese visitors. **Part 5** provides a profile of pleasure visitors by market origins. **Part 6** provides summary estimates and descriptive statistics covering overnight visitations, visitor profiles and visitor expenditures for each of Prince Edward Island's eleven tourism regions. ***It should be noted that due to the small sample size and resulting wide margins of error for some regions, readers should use this information with caution.***

Economic Impact: Tourism 2001 presents a small portion of the visitor data collected during the season. From the database of information available, special analysis can be conducted and reports generated. For more details and prices, contact the Policy, Planning and Research Division, Tourism PEI at 902-368-5907.

Part 2. Methodology

Tourism PEI's annual visitor and expenditure analysis is based on data collected through:

1) exit point intercepts;
2) follow-up telephone interviews;
3) on-Island, in-person motorcoach surveys;
4) on-Island, self-completed Japanese surveys; and
5) traffic data and analysis.

1. Exit Point Intercepts

From June through September, interviewers were stationed at Northumberland Ferries, Confederation Bridge and the Charlottetown Airport. Interviewers were stationed during daytime hours on a 3-day-on, 2-day-off rotation for each exit point.

At each exit point, interviewers attempted to intercept every fourth departing airport passenger or non-commercial vehicle. When the intercept was made, the interviewer first determined the contact's place of residence. Non-resident contacts were then asked the primary reason for their visit - pleasure or business - and an attempt was made to recruit the contact for a follow-up telephone interview. If the recruitment was successful, the interviewer then collected information for contacting the individual.

The database of intercepts collected is used to determine resident/non-resident ratios, business/pleasure splits and visitor origin party market share. In 2001, a total of 5,587 resident and 22,188 non-resident intercepts were made. From these non-resident intercepts, 18,402 or 83% agreed to participate in a follow-up telephone interview[1].

2. Follow-up Telephone Interviews

Follow-up telephone interviews were conducted among names randomly selected from the database of intercepts who agreed to be interviewed. North American interviews had a target completion window of 10 days from date of intercept, while attempts were made to complete international interviews within 30 days of intercept.

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[1]While there are some operational limitations, the intercept methodology employed by Tourism PEI has been evaluated and determined to be sound by Statistics Canada.

Interviews were stratified; based on season - early shoulder, peak and late shoulder - pleasure/business and visitor origin markets for pleasure. An allocation of the sample to individual strata was done in order to ensure that reliable data was available for each visitor origin market which represents 5% or more of visitors. These markets - Nova Scotia, New Brunswick, Quebec, Ontario and New England were each allocated a sample of 400, while Other Canada, Mid Atlantic and Other US were each allocated a sample of 300. Two smaller visitor origin markets - Newfoundland and International - were each allocated a sample of 150. Business visitors were allocated a sample of 300.

To enhance data collection accuracy, telephone interviews were completed with the use of computer-aided telephone interview (CATI) software, and a 10% verification call-back process was followed.

In 2001, a total of 3,562 telephone interviews were completed. The margins of error were calculated at a confidence level of 95%.

		Total Interviews	Margin of Error
Business:		319	5.47%
Pleasure:	Newfoundland	150	7.98%
	Nova Scotia	408	4.85%
	New Brunswick	404	4.87%
	Quebec	400	4.89%
	Ontario	408	4.85%
	Other Canada	304	5.61%
	New England	405	4.86%
	Mid Atlantic	299	5.65%
	Other US	317	5.49%
	International	148	8.04%

3. Motorcoach Surveys

Between June and October, departing motorcoach visitors were intercepted at their hotel/motel and surveyed about their stay in Prince Edward Island. The accommodations were randomly selected, but the sample was quota-based over the shoulder and peak periods. For 2001, 357 motorcoach visitor questionnaires were completed. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/- 5.16%.

In support of the motorcoach survey, a survey of motorcoach accommodation operators was conducted by Tourism PEI to establish an estimate of the number of motorcoach visitors.

4. Japanese Surveys

Japanese language visitor questionnaires were distributed by Charlottetown-based Prince Edward Tours to their Japanese clients between June and October. These questionnaires were self-completed. Sampling was quota-based over the shoulder and peak periods. For 2001, 220 Japanese visitor questionnaires were completed. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/- 6.46%.

In support of the Japanese visitor survey, a survey of known Japanese accommodation operators in Prince Edward Island was conducted to establish an estimate of the total number of Japanese visitors.

5. Traffic Data and Analysis

Traffic data were obtained from the Charlottetown Airport Authority, Strait Crossing Bridge Limited (SCBL) and Northumberland Ferries Ltd. (NFL). Passenger counts were provided by the Airport Authority, while NFL provided vehicle and passenger counts. SCBL provided vehicle counts, vehicle origin and passengers per vehicle data. Resident/non-resident splits, visitor origin ratios and average vehicle occupant and air party counts were then used to establish an estimate of the number of visitors.

Cruise ship data consisted of the number of passengers that actually came ashore and was provide by Transport Canada, Charlottetown Marine Terminal.

Survey data collected were analyzed using spreadsheet software and SPSS and Raosoft statistical software. The data were proofed and corrected for non-sampling errors. Pleasure visitor telephone survey data have been weighted by visitor origins for frequency counts and economic impact.

Part 3. An Island Summary

During the 2001 reporting period, it is estimated that a total of 1.185 million pleasure and business visitors spent a total of $328.2 million while vacationing or conducting business in Prince Edward Island (Exhibit 1 and 2).[2] This represents a slight increase of 0.5% in visitor numbers and a 9% increase in visitor expenditures compared to 2000.[3]

Total visitor parties to Prince Edward Island increased 2.2% from 398,464 parties in 2000 to 407,373 parties in 2001.

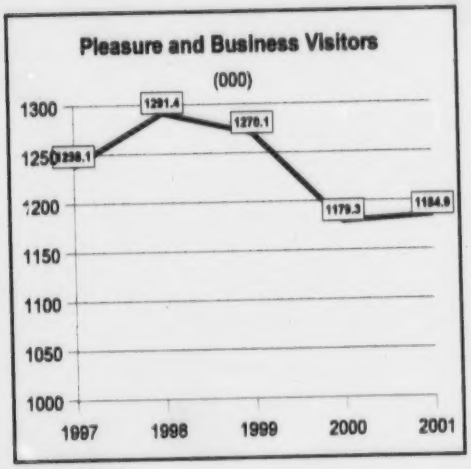

Exhibit 1

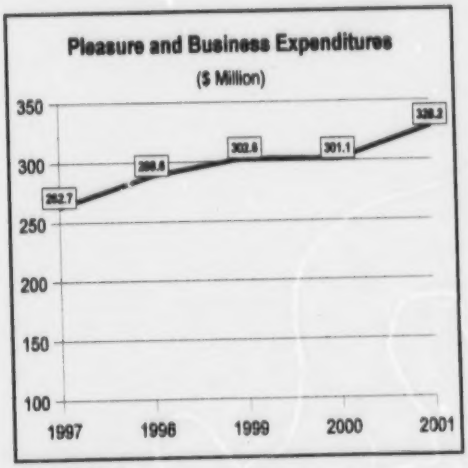

Exhibit 2

During the reporting period, a 1.6% increase in pleasure visitors was offset by a 4% decline in business visitors and a 21.6% decline in motorcoach visitors (Exhibits 3, 4 and 5).

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[2]Includes all auto, air and motorcoach visitors.

[3]In 2001, cruise ship visitors increased these numbers by 8,376 visitors and $921,360 for an overall total of approximately 1.193 million visitors with expenditures of approximately $329.1 million. (*Cruise ship data is being added this year to more accurately reflect all elements of the tourism industry.*)

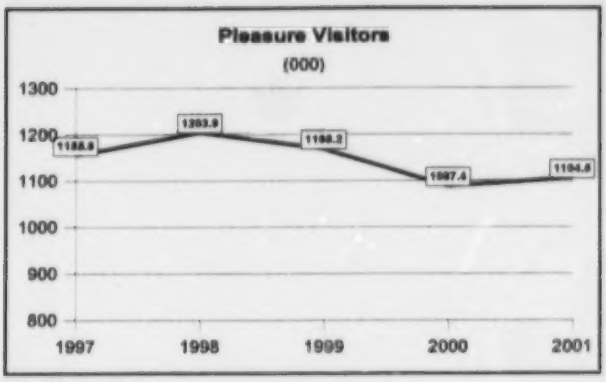


Exhibit 3

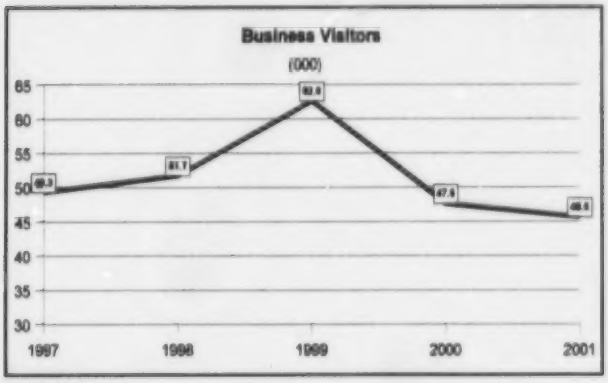


Exhibit 4

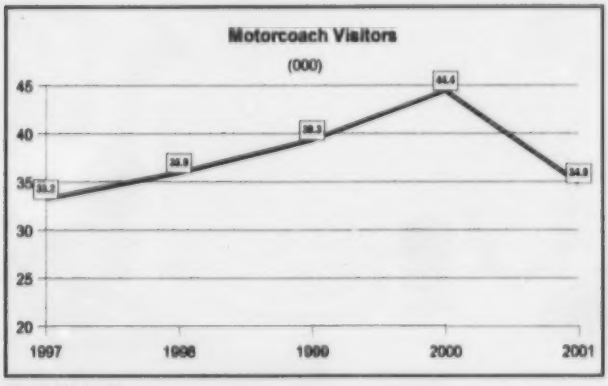


Exhibit 5

In 2001, pleasure visitors (auto and air) accounted for approximately 93% of all visitors. For analysis purposes, pleasure visitors to Prince Edward Island are profiled in one of ten visitor origin markets, namely: 1) Newfoundland; 2) Nova Scotia; 3) New Brunswick; 4) Quebec; 5) Ontario; 6) Other Canada; 7) New England (USA); 8) Mid Atlantic (USA); 9.) Other USA, and 10.) International.

Based on these visitor origins, the number of pleasure visitors for the past five years are summarized in Exhibit 6.

Pleasure Visitors
(000)

	1997	1998	1999	2000	2001	Change*
Newfoundland	22.8	37.2	35.4	32.6	30.4	-5.0%
Nova Scotia	253.3	249.6	239.6	211.9	239.1	2.1%
New Brunswick	168.9	159.6	121.3	128.9	117.0	-19.1%
Quebec	80.3	86.8	100.0	77.1	90.7	5.3%
Ontario	299.9	285.1	306.5	271.4	279.0	-4.0%
Other Canada	69.1	62.0	80.4	84.5	83.3	12.6%
New England	86.1	74.4	87.7	102.1	91.8	4.8%
Mid Atlantic	51.2	62.0	50.7	64.2	50.1	-12.1%
Other US	125.8	86.8	115.5	90.3	91.8	-12.2%
International	31.4	24.8	31.0	24.5	31.4	12.5%
Total	1,188.8	1,128.2	1,168.2	1,087.4	1,104.5	-3.4%

Exhibit 6 *Percent change from previous four year average.

Ontario continued to provide the largest share of pleasure visitors in 2001 at 25%, followed by Nova Scotia at 22% and New Brunswick at 11%. The market share enjoyed by each pleasure visitor origin in 2001 is given in Exhibit 7.

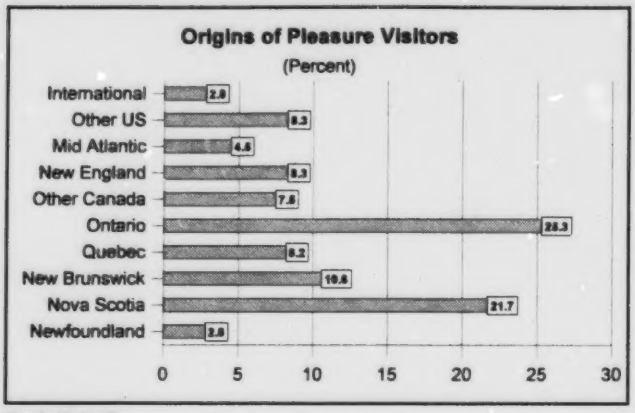


Exhibit 7

Each year, the follow-up telephone survey contains a "main overnight destination" question to identify the primary region where visitors stayed. The 2001 results are summarized in Exhibit 8 below. Due to the small number of responses in some regions, results are sensitive to year-to-year volatility in share of market.

Pleasure and Business Visitors
"Main Overnight Destination"
(Percent)

Tourism Region	1999	2000	2001
Beaches	6	5	6
Cavendish	25	22	23
Charlottetown	32	34	33
Eastern Kings	4	7	5
Evangeline	1	1	1
Kensington	3	2	4
New London	1	1	1
Southern Kings	6	5	7
South Shore	4	4	4
Summerside	10	9	8
West Prince	3	3	4
Did not overnight	3	4	5

Exhibit 8

Questions have been added to the follow-up telephone survey to provide some measure of day trip patterns. Exhibit 9 contains a summary of the percent of pleasure and business visitors who are estimated to have visited selected tourism regions on day trips in 2001. These estimates do not include the number of visitor who overnighted in each area.

Pleasure and Business Visitors Estimate of Day Trip Visitations Outside Main Overnight Destination		
Region	**Percent of All Visitors**	**Number of Visitors**
West Prince/Evangeline	49	440,000
Summerside	56	502,000
North Shore	49	440,000
South Shore	39	350,000
Charlottetown	55	493,000
Eastern Kings	30	269,000
Southern Kings	45	404,000

Exhibit 9

Visitor satisfaction questions were introduced in the follow-up telephone survey in 1999 and one of these questions, regarding expectations, was continued in 2001 (Exhibit 10). In 2001, the number of visitors whose experience met or exceeded their expectations remained at 97%.

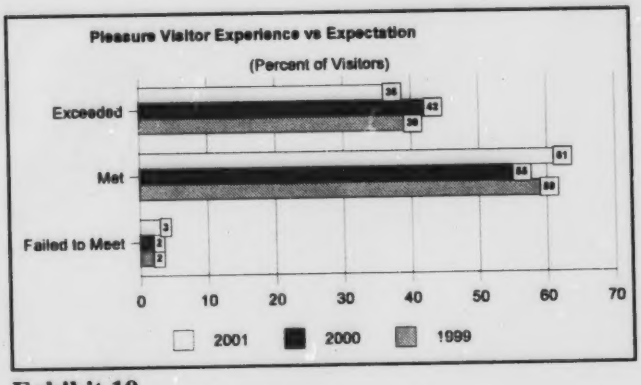


Exhibit 10

In 2001, a new question was introduced where pleasure visitors were asked to rate their Prince Edward Island vacation experience based on pre-selected criteria. The results, as seen in Exhibit 11 indicate that pleasure visitors rate Prince Edward Island as an inviting, safe, active and unique destination providing good value.

Criteria	Percent of Pleasure Visitors
Inviting versus alienating	94%
Safe versus uncertain	93%
Active versus boring	86%
Unique versus ordinary	83%
Good value versus expensive	81%
Historical versus brand new	79%
Authentic versus man made	77%
Unspoiled versus commercialized	74%
Familiar versus different	53%
Magical versus predictable	50%

Exhibit 11

Finally, Exhibit 12 on the next page summarizes visitations to Prince Edward Island between May 15 and October 31, 2000 and 2001

Summary Visitation and Expenditure Estimates: May 15 to October 31										
Segment	**Percent of Visitors**		**Number of Visitors**		**Mean Party Size**		**Number of Parties**		**Total Expenditures (Millions)**	
Pleasure	**2000**	**2001**	**2000**	**2001**	**2000**	**2001**	**2000**	**2001**	**2000**	**2001**
Newfoundland	3.0%	2.8%	35,560	30,373	3.7	3.3	8,800	9,410	$11.2	$10.6
Nova Scotia	19.5%	21.7%	211,902	239,121	3.5	3.4	60,543	68,631	$33.4	$41.6
New Brunswick	11.9%	10.6%	128,936	116,965	3.3	3.2	39,072	36,005	$20.0	$19.7
Quebec	7.1%	8.2%	77,087	90,678	3.0	3.1	25,696	29,719	$20.1	$22.8
Ontario	25.0%	25.3%	271,390	278,993	3.0	2.9	90,463	96,352	$70.8	$87.6
Other Canada	7.8%	7.5%	84,479	83,278	3.0	2.9	28,160	29,065	$20.2	$28.4
New England	9.4%	8.3%	102,079	91,783	2.9	3.0	35,200	30,410	$27.4	$26.3
Mid Atlantic	5.9%	4.5%	64,204	50,144	3.2	2.8	20,064	18,057	$18.5	$15.5
Other US	8.3%	8.3%	90,287	91,783	2.7	2.7	33,440	34,442	$27.3	$28.6
International	2.3%	2.8%	24,499	31,367	2.4	2.9	10,208	11,118	$8.2	$8.8
Total Pleasure	92.21%	93.21%	1,087,423	1,104,485	3.1	3.0	351,646	363,317	$257.0	$288.8
Motorcoach	3.76%	2.94%	44,394	34,808	2.1	2.1	21,140	16,575	$23.0	$21.2
Business	4.03%	3.85%	47,525	45,619	1.8	1.7	25,697	27,481	$21.1	$18.2
Grand Total	**100%**	**100%**	**1,179,342**	**1,184,912**	**2.96**	**2.91**	**398,464**	**407,373**	**$301.1**	**$328.2**

Exhibit 12

Part 4. Prince Edward Island's Visitor Profiles

Section 1. Pleasure Visitor Profile

Section 2. Business Visitor Profile

Section 3. Motorcoach Visitor Profile

Section 4. Japanese Visitor Profile

Section 1. Pleasure Visitor Profile

In 2001, an estimated 1.104 million pleasure visitors to Prince Edward Island accounted for 93.2% of all visitors during the May to October period - representing an almost 2% increase over 2000.

Repeat visitors continued to dominate the market. The share of market held by repeat visitors has remained relatively comparable for the last two years (Exhibit 1).

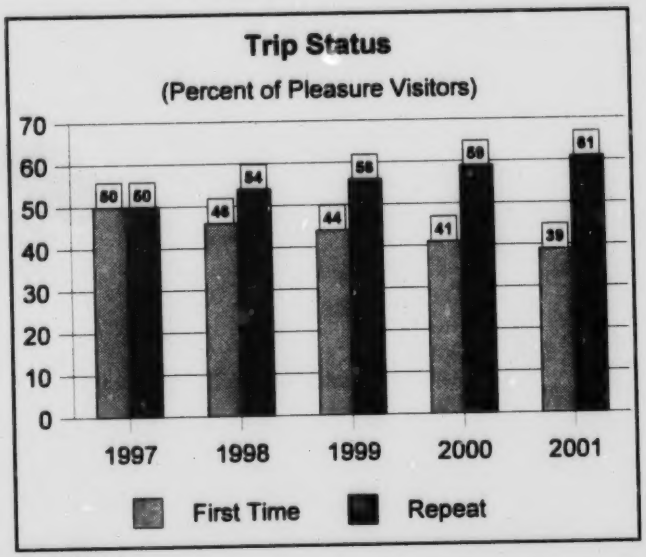


Exhibit 1

Just to see PEI (30%), visiting friends and relatives (19%) and rest and relaxation (17%) were noted as key reasons for taking a pleasure trip in 2001. As in the past a high percentage, forty-four percent of pleasure visitors made their decision to come to Prince Edward Island more than twelve weeks prior to their departure. At the other end of the spectrum only five percent of pleasure visitors made a last minute decision to come to PEI (Exhibit 2).

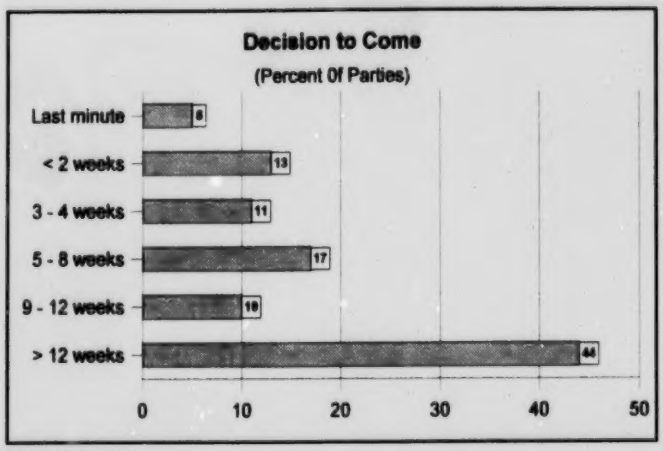


Exhibit 2

With 44% market share in 2001, single adult couples continue to represent the largest party type, followed by single families with children under 18 years (27%), groups (23%) and single traveler (6%) (Exhibit 3).

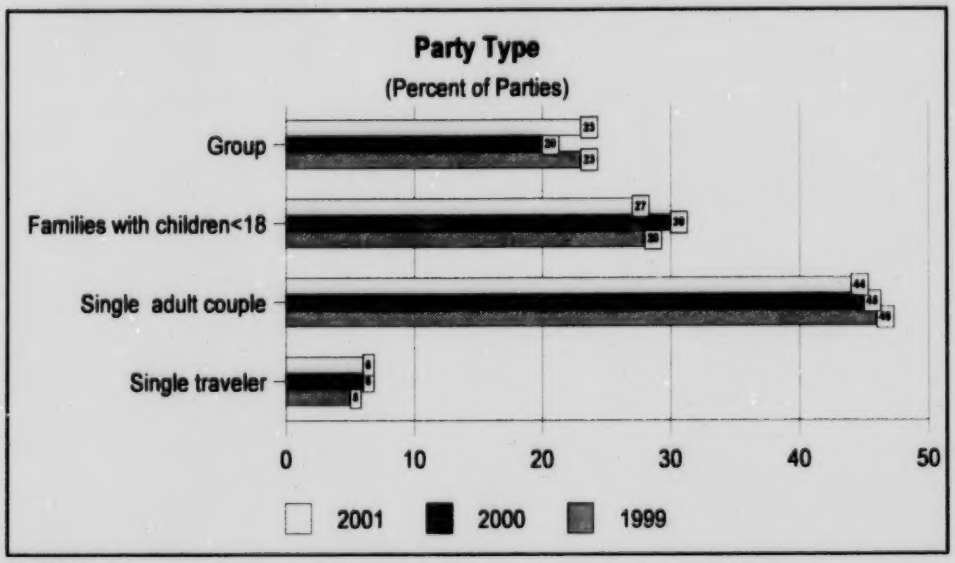


Exhibit 3

Party type by visitor origins is shown in Exhibit 4. Average party size showed a slight decline in 2001 to 3.04 persons compared to 3.1 persons in 2000. Average party size for pleasure visitors during the past several years is illustrated in Exhibit 5.

	Pleasure Visitor Party Type (Percent of Parties)			
	Single Traveler	**Single Adult Couple**	**Family with Children <18**	**Group of Friends/Adults**
Newfoundland	5	32	35	28
Nova Scotia	7	36	33	24
New Brunswick	4	39	31	26
Quebec	6	46	32	17
Ontario	8	44	25	23
Other Canada	9	46	27	18
New England	3	50	24	24
Mid Atlantic	8	52	19	21
Other US	4	55	19	22
International	7	47	24	22

Exhibit 4 * Numbers may not add to 100% due to rounding.

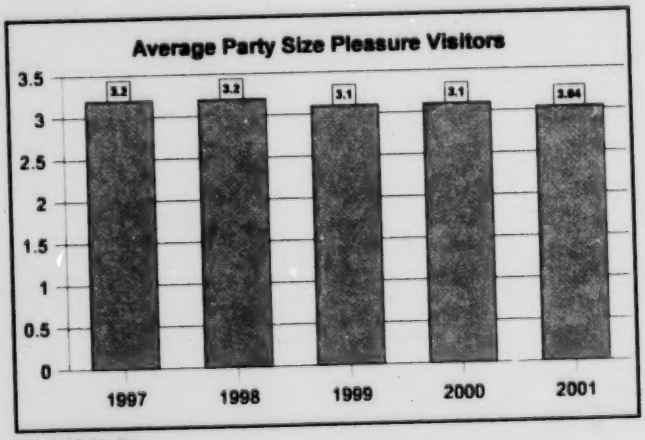


Exhibit 5

The predominant age group continues to be the 40-59 age group at 48% of the total. This year there was an equal distribution of those less than 40 years of age and those 60 years and over at 26% (Exhibit 6).

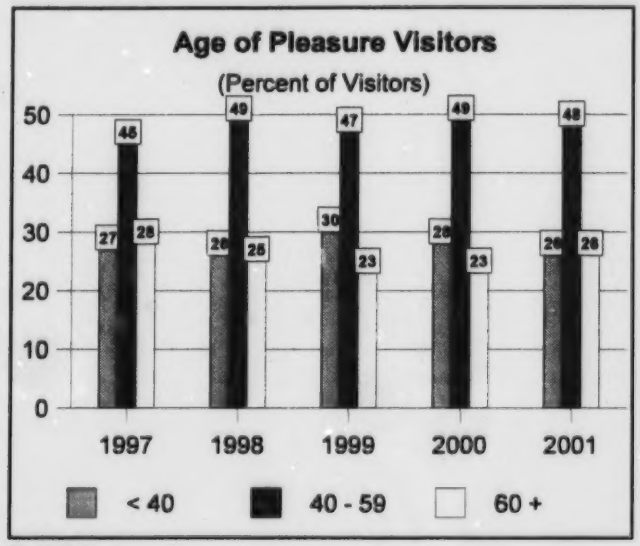


Exhibit 6

During the past five years annual household incomes of pleasure visitors to Prince Edward Island have remained stable, with two-thirds having incomes above $50,000 a year (Exhibit 7).

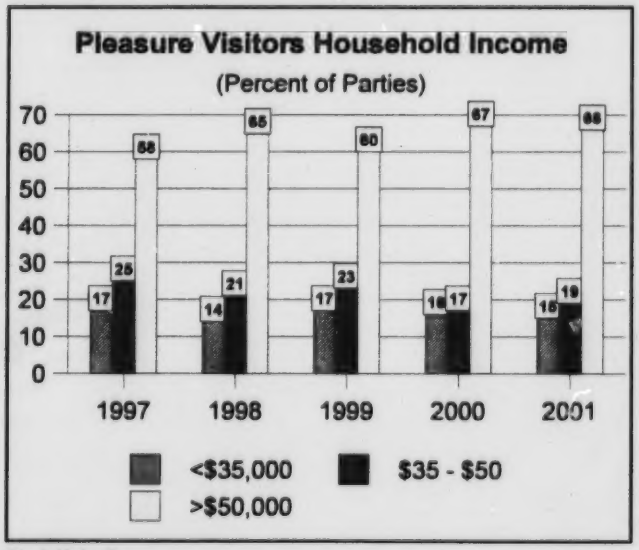


Exhibit 7

In 2001, forty-four percent of pleasure visitors had achieved an undergraduate or post graduate degree. A further twenty percent had graduated from community college or technical school, fourteen percent had some post secondary education and the remaining twenty-two percent had high school or less (Exhibit 8). The majority (58%) worked full time while 27% were retired (Exhibit 9).

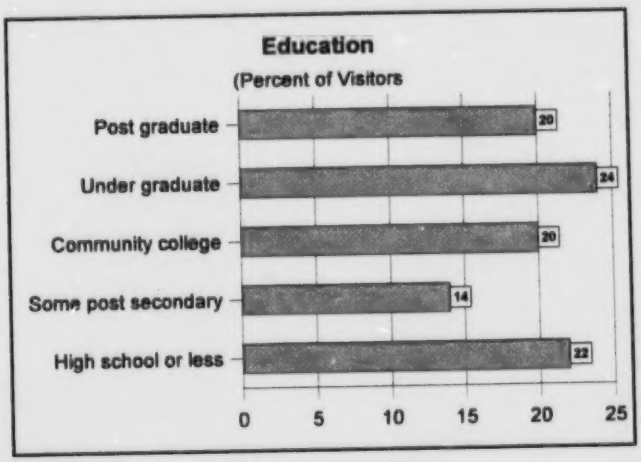


Exhibit 8

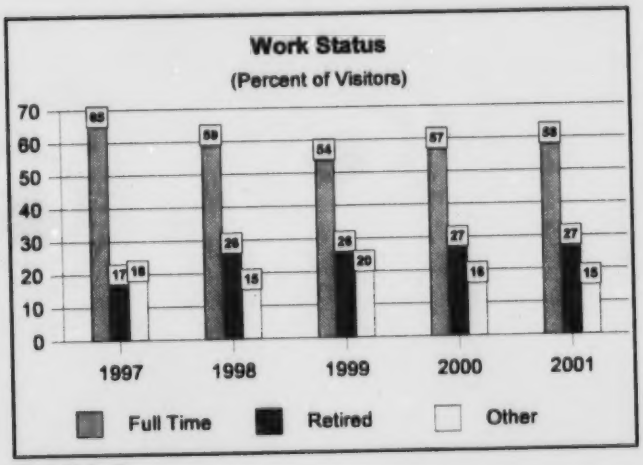


Exhibit 9

The 2001 survey of pleasure visitors indicates that there were no major changes in the types of accommodations used. Those staying in paid accommodations accounted for approximately 79% of the market, while 17% indicated visiting with friends or relatives (VFR) (Exhibit 10).

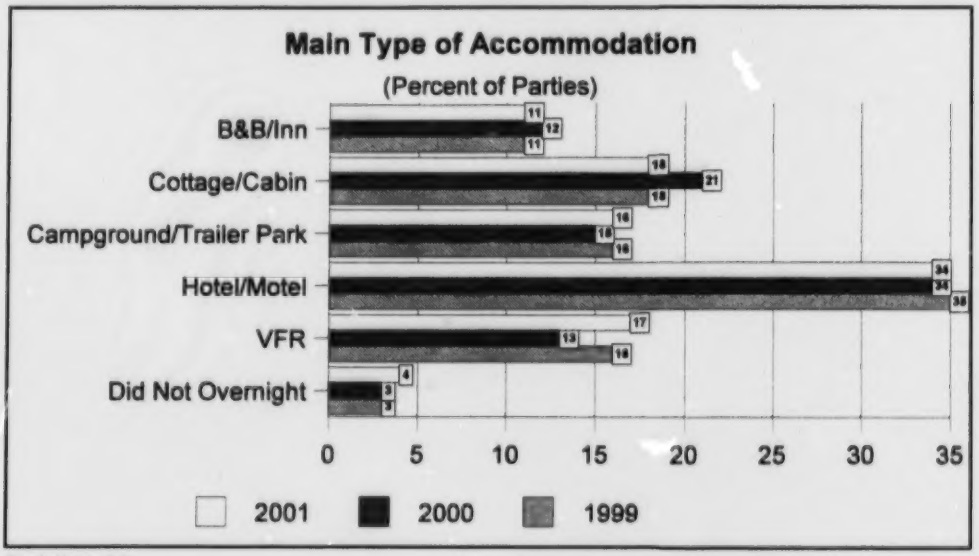


Exhibit 10

In 2001, it is estimated that the share of trip nights increased to 48% in 2001, while the average length of stay among pleasure visitors increased to 4.7 nights which represents an increase of slightly more than half a day from 2000 (Exhibit 11).

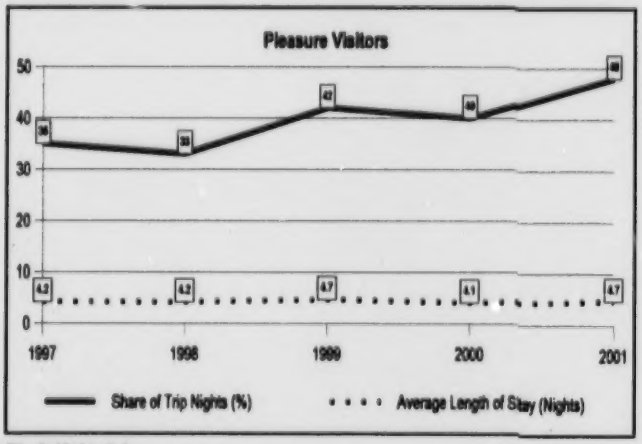


Exhibit 11

According to Exhibit 12 the primary activities experienced by pleasure visitors were; soft outdoor adventure (86%), sightseeing (77%), craft shopping (70%), and beach visits (69%).

	Pleasure Visitor Activities				
	1997	**1998**	**1999**	**2000**	**2001**
Acadian Culture	28%	20%	29%	22%	29%
Anne/Lucy Maud	47%	50%	43%	39%	40%
Beach Visits	69%	74%	72%	71%	69%
Camping	20%	20%	19%	18%	19%
Craft Shopping	77%	85%	73%	75%	70%
Festivals/Events	13%	17%	24%	29%	24%
Fun/Theme Parks	19%	26%	24%	23%	20%
Golf	12%	12%	13%	17%	17%
History/Culture	46%	47%	44%	40%	42%
Live Theatre	15%	13%	18%	18%	18%
Lobster Suppers	46%	48%	45%	42%	45%
National Parks	43%	69%	52%	50%	52%
Soft Outdoor Adventure *	---	61%	85%	84%	86%
Sightseeing	88%	93%	81%	79%	77%
General Merchandise Shopping	44%	52%	53%	56%	52%

Exhibit 12 * Includes bird watching, boating, Confederation Trail, cycling, fishing and hiking

In 2001, a series of questions were added to the follow-up telephone survey to provide some measure of day trip patterns by pleasure visitors. Exhibit 13 is a summary estimate of the percent of pleasure visitors who visited selected tourism regions on day trips. These estimates do not include the number of pleasure visitors who overnighted within each tourism area.

Pleasure Visitors Estimate of Day Trip Visitations Outside Main Overnight Destination		
Region	**Percent of All Visitors**	**Number of Visitors**
West Prince/Evangeline	50	437,000
Summerside	56	489,000
North Shore	47	410,000
South Shore	40	349,000
Charlottetown	58	506,000
Eastern Kings	30	262,000
Southern Kings	46	402,000

Exhibit 13

For the 2001 season, it is estimated that pleasure visitors spent $288.8 million on goods and services while in Prince Edward Island, a 12% increase over last year (Exhibit 14).

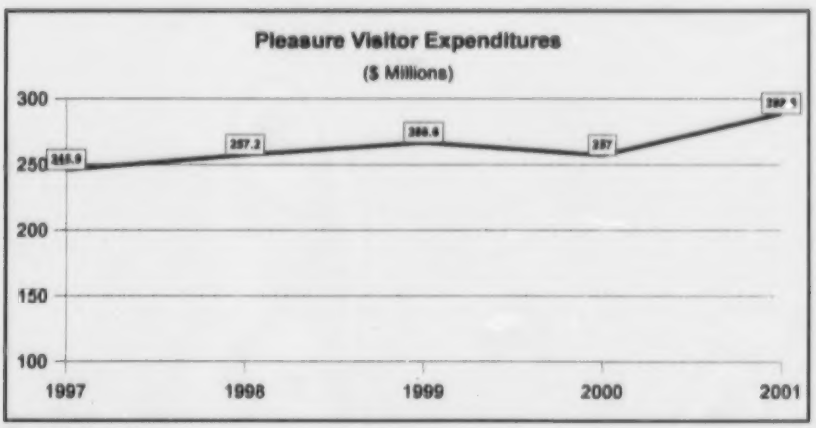


Exhibit 14

In terms of where visitors spent money in 2001, two expenditure items, accommodations (32%) and meals in restaurants and take-outs (23%) accounted for more than one half of all expenditures (Exhibit 15).

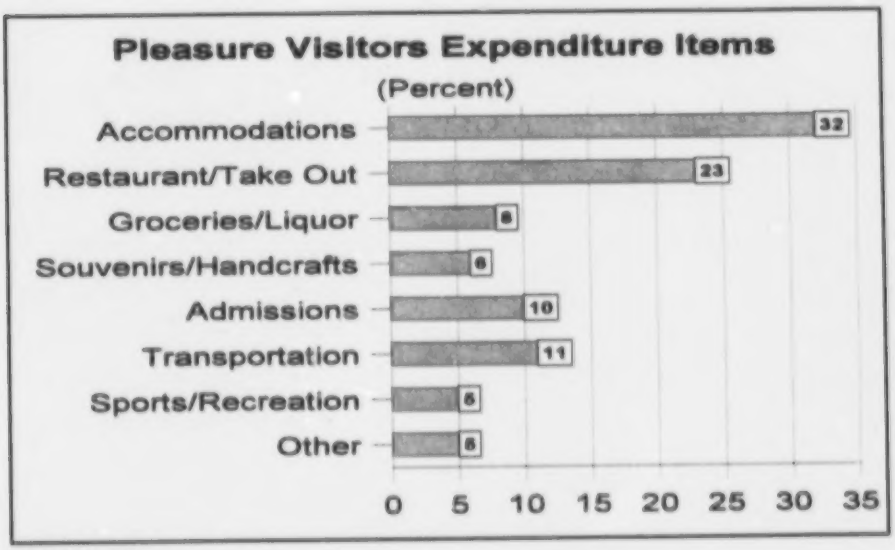


Exhibit 15

Section 2. Business Visitor Profile

Visitations by business visitors showed a decrease of 4.2% in 2001 compared to a year earlier. However, the number of business parties showed an increase of 7% in 2001. Total expenditures by business visitors showed a decrease of 13.7% from $21.1 million in 2000 to $18.2 million in 2001 (Exhibits 1-3). The origins of business visitors for 2001 is given in Exhibit 4.

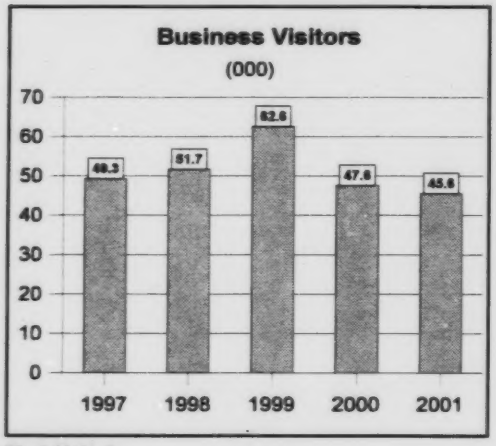


Exhibit 1

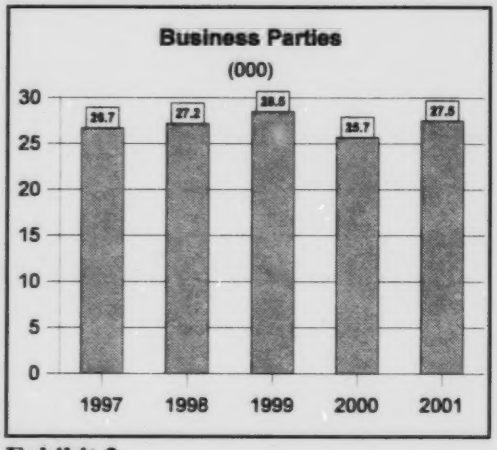


Exhibit 2

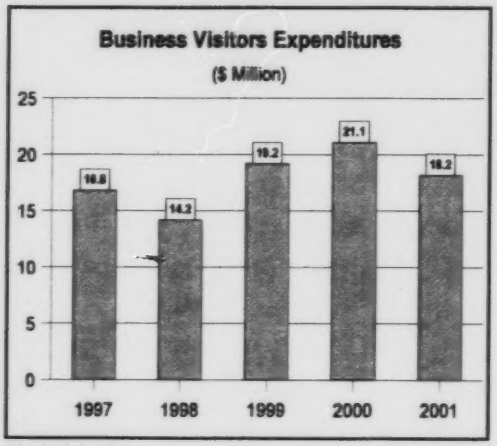


Exhibit 3

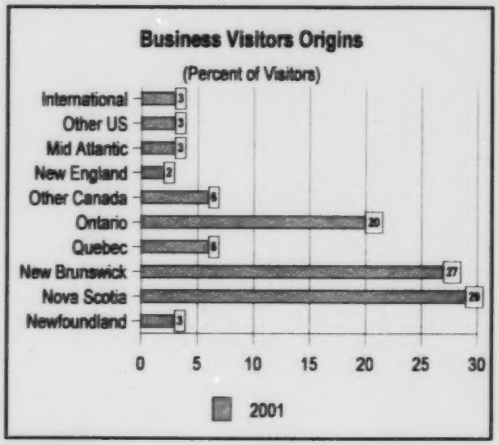
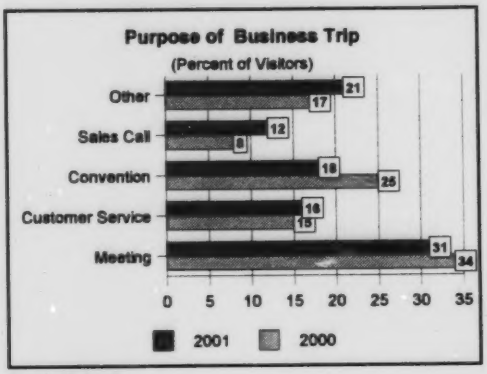


Exhibit 4

The main trip motives expressed by business visitors included: meetings (31%), conventions (18%), client service trip (16%) and sales call (12%) (Exhibit 5). A large majority (76%) of business visitors were repeat visitors to Prince Edward Island (Exhibit 6).



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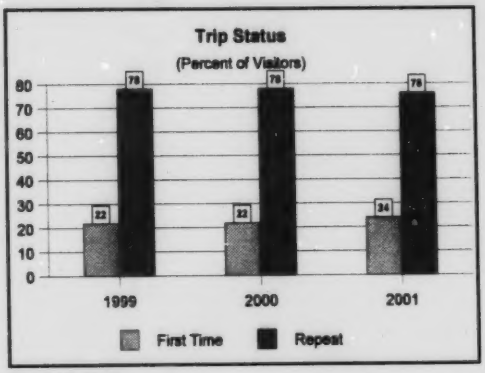


Exhibit 6

Thirty-nine percent (39%) of business visitors made their decision to come to PEI two weeks or less before their departure. The remaining 61% of business visitors made their decision to come to PEI more than two weeks prior to their departure (Exhibit 7).

In 2001, single travellers accounted for 58% of business visitors to Prince Edward Island, while adult couples and groups of friends each accounted for 19% of business visitors. The remaining 4% of business travellers were accounted for by families with children less than 18 years old (Exhibit 8).

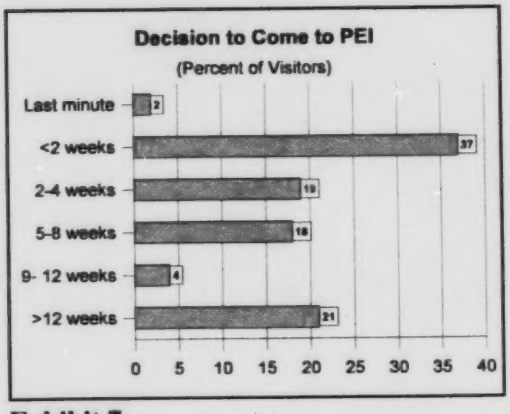


Exhibit 7

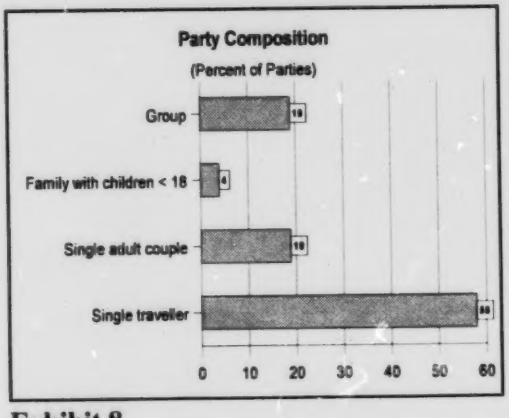


Exhibit 8

In 2001, a majority (72%) of business visitors were over 40 years of age, 84% worked full time and 82% had annual household incomes greater than $50,000. Business visitors spent an average of 3.3 nights in Prince Edward Island during their 2001 trip (Exhibit 9).

Business Visitors Demographics

(Percent of Visitors)

Age	**1999**	**2000**	**2001**
<40 years	38%	30%	28%
40+ years	62%	70%	72%
Work Status			
Full Time	73%	82%	84%
Retired	6%	8%	2%
Other	21%	10%	14%
Household Income			
<$50,000	35%	32%	18%
$50,000+	65%	68%	82%
Average Length of Stay	5.3	4.3	3.3

Exhibit 9

The main overnight destination for business visitors in 2001 was Charlottetown (52%) (Exhibit 10), while the main type of accommodation frequented by business visitors was Hotel/Motel (84%) (Exhibit 11).

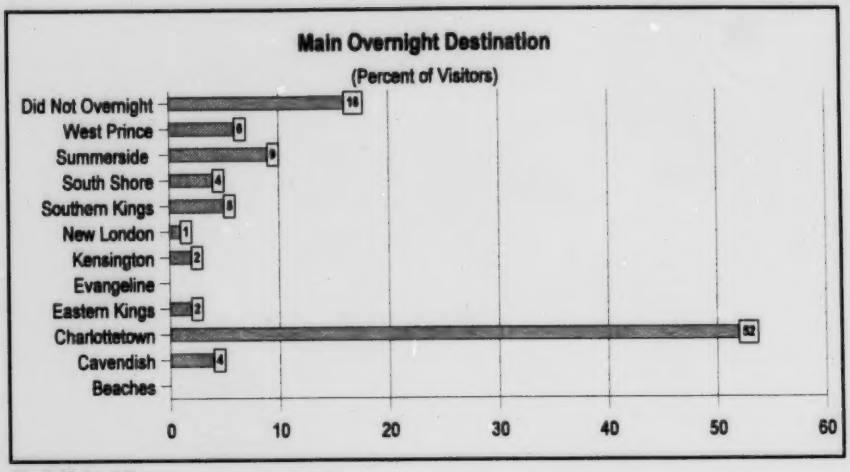


Exhibit 10

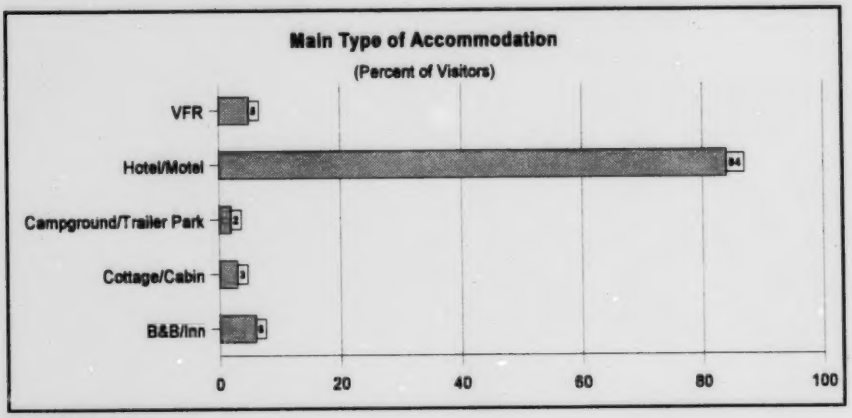


Exhibit 11

The top five activities enjoyed by business visitors during their 2001 stay in Prince Edward Island included: general merchandise shopping (45%), craft/souvenir shopping (45%), sightseeing (43%), lobster suppers (36%) and driving tour (35%).

Section 3. Motorcoach Visitor Profile

Visitations by motorcoach visitors showed a decrease of almost 22% in 2001 compared to a year earlier. The number of motorcoach parties also declined by approximately 21% in 2001. Total expenditures by motorcoach visitors showed a decrease of 8% from $23.0 million in 2000 to $21.2 million in 2001 (Exhibits 1-3). The origin of motorcoach visitors for 2001 was dominated by other US States at 59%. Exhibit 4 presents an overview of visitor origins.

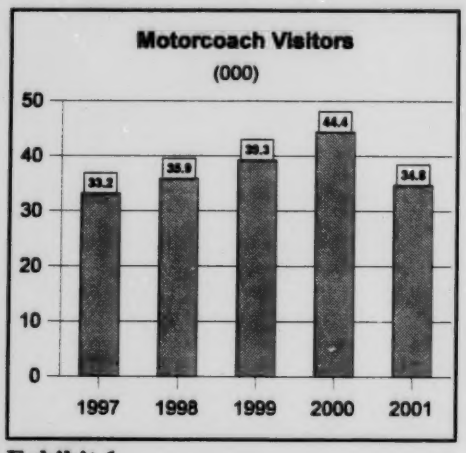


Exhibit 1

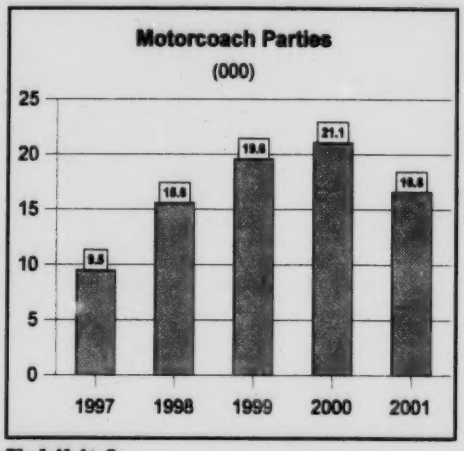


Exhibit 2

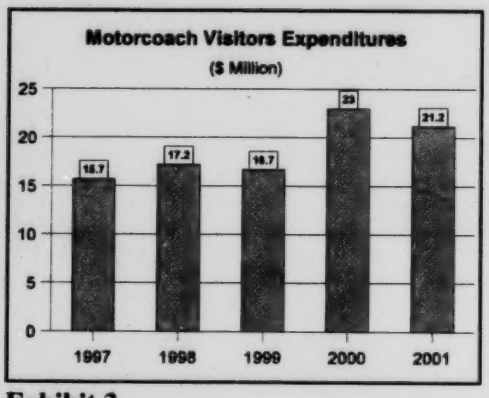


Exhibit 3

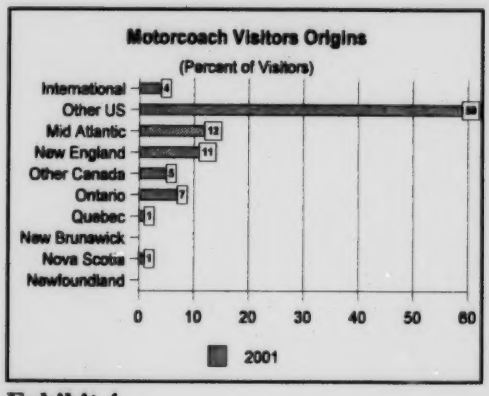


Exhibit 4

The main trip motives expressed by motorcoach visitors included; history/culture (30%), sightseeing (15%), Anne/Lucy Maud attractions (13%) and never been here before (11%) (Exhibit 5). A large majority (89%) of motorcoach visitors were first time visitors to Prince Edward Island (Exhibit 6).

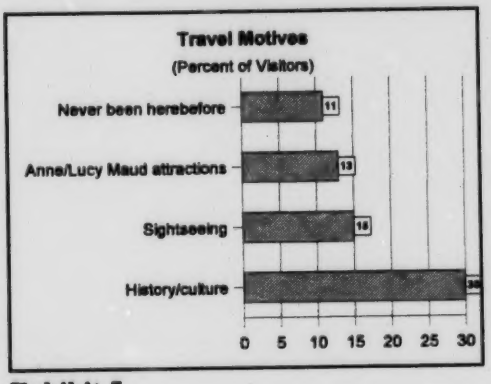


Exhibit 5

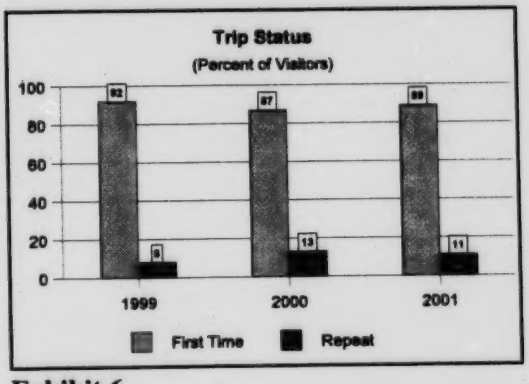


Exhibit 6

In 2001, motorcoach visitor party composition was comprised mainly of adults/couples (91%) (Exhibit 7).

In 2001, a majority (83%) of motorcoach visitors were over 60 years of age, 78% were retired and 46% had annual household incomes greater than $50,000. Motorcoach visitors spent an average of 2 nights in Prince Edward Island during their 2001 trip (Exhibit 8).

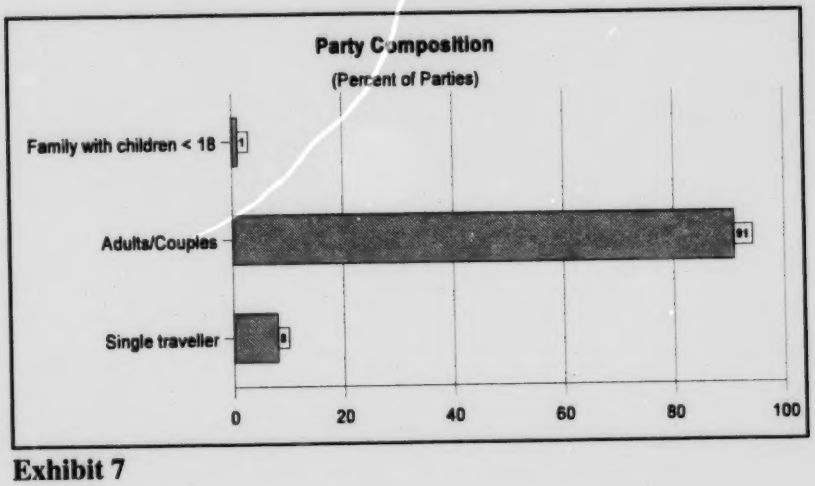


Exhibit 7

Motorcoach Visitors Demographics

(Percent of Visitors)

Age	1999	2000	2001
<60 years	33%	13%	17%
60+ years	67%	87%	83%
Work Status			
Full Time	32%	8%	16%
Retired	65%	85%	78%
Other	3%	7%	6%
Household Income			
<$50,000	62%	44%	54%
$50,000+	38%	56%	46%
Average Length of Stay	1.8	2.0	2.0

Exhibit 8

Motorcoach survey results suggest that the most popular tourism products included in Prince Edward Island motorcoach itineraries were visits to Anne of Green Gables house in Cavendish (87%), Peake's Quay/Waterfront (86%), lobster suppers (75%), PEI Preserve Company (66%), live theatre (62%), Gateway Village (60%) and tours of Charlottetown/Province House/Founders Hall (53%).

Section 4. Japanese Visitor Profile

Visitation by Japanese visitors showed a decrease of 7% in 2001, while the number of Japanese parties declined by 10% from the previous year. Total non-tour expenditures (expenditures on P.E.I. only) by Japanese visitors showed a decrease of 2% from $1.06 million in 2000 to $1.04 million in 2001 (Exhibits 1-3).

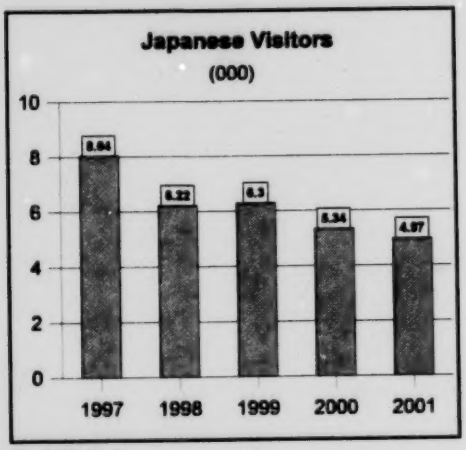


Exhibit 1

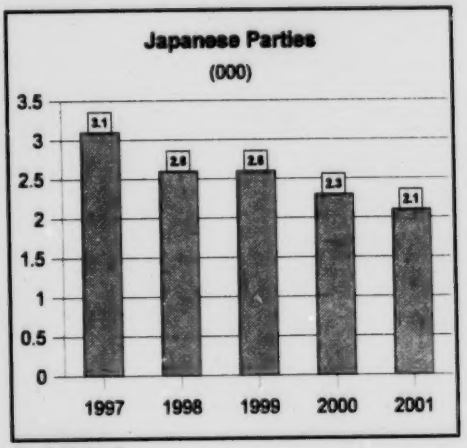


Exhibit 2

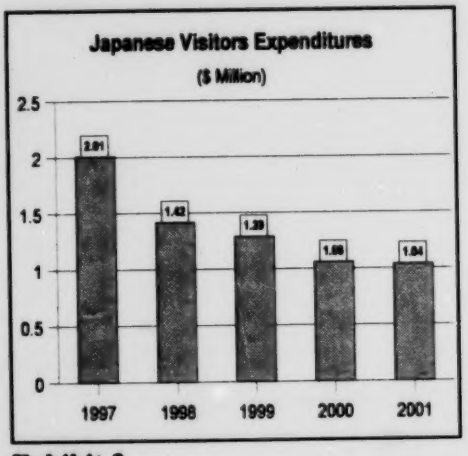


Exhibit 3

In 2001, Japanese visitor party composition consisted of fifty-six percent adult couples, twenty percent families with children less than 18 years old, nineteen percent group of friends and five percent single travellers

Although Japanese average trip nights have increased 8.7% from 6.9 nights in 2000 to 7.5 nights in 2001 (Exhibit 4), Prince Edward Island's share of Japanese visitors trip nights at 39% continues to remain relatively stable at the forty percent range (Exhibit 5).

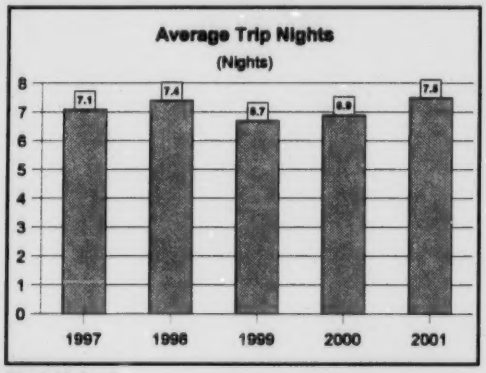


Exhibit 4

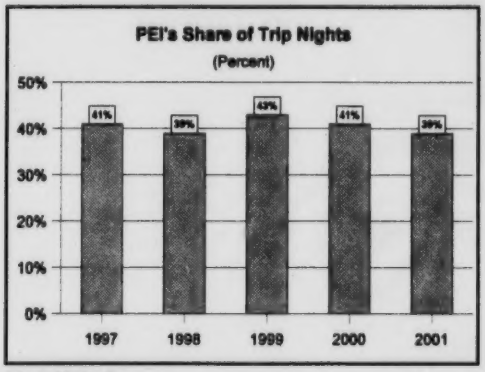


Exhibit 5

Part 5. Prince Edward Island's Tourism Markets

Section 1. Newfoundland

Section 2. Nova Scotia

Section 3. New Brunswick

Section 4. Quebec

Section 5. Ontario

Section 6. Other Canada

Section 7. New England

Section 8. Mid Atlantic

Section 9. Other US

Section 10. International

Section 1. Newfoundland

Prince Edward Island experienced a decline of 6.7% in the number of pleasure visitors from Newfoundland, however the number of pleasure parties showed an increase of 6.8% over last year. Total expenditures by pleasure visitors from Newfoundland showed a slight decline of 5.4% from $11.2 million in 2000 to $10.6 million in 2001 (Exhibits 1 - 3).

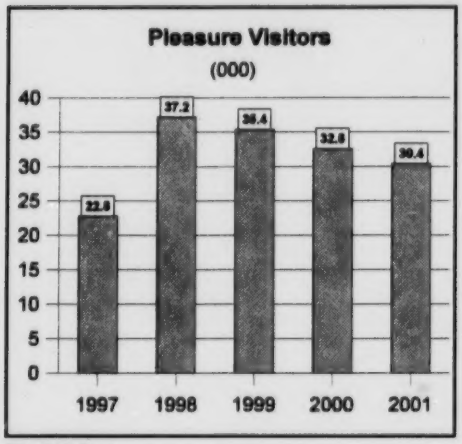


Exhibit 1

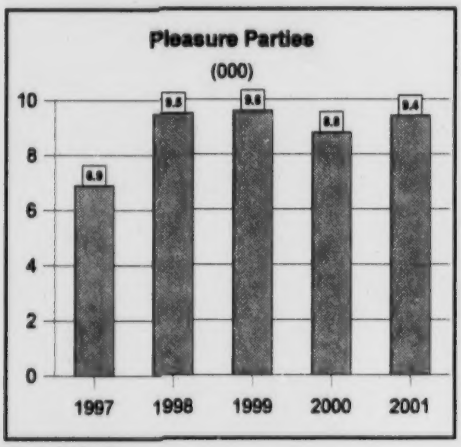


Exhibit 2

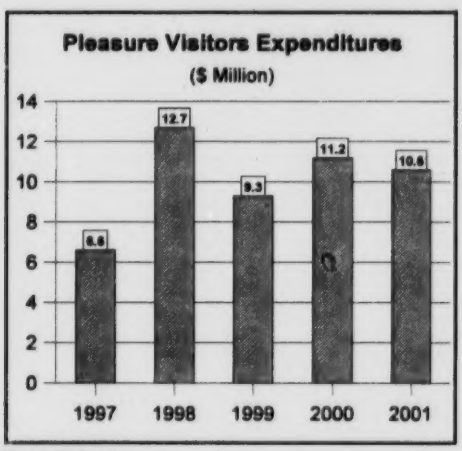


Exhibit 3

The main travel motives expressed by pleasure visitors from Newfoundland included; just to see PEI (28%), visiting friends and relatives (19%) and rest and relaxation (17%) (Exhibit 4). A majority (75%) of pleasure visitors from Newfoundland were repeat visitors to Prince Edward Island (Exhibit 5).

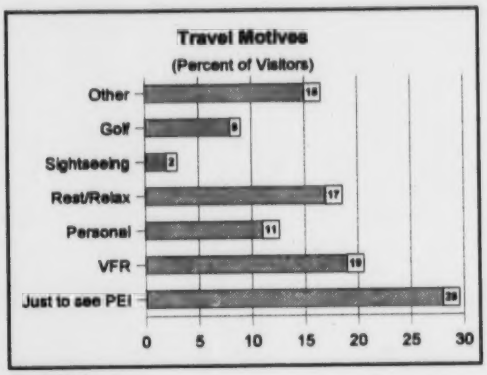


Exhibit 4

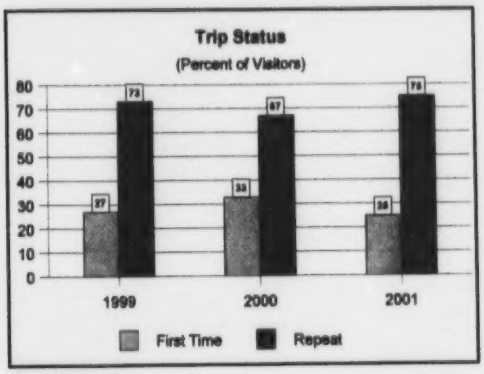


Exhibit 5

The majority (78%) of Newfoundland pleasure visitors made their decision to come to PEI more than four weeks prior to their departure. Less than one quarter (22%) of Newfoundland pleasure visitors made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, Newfoundland pleasure visitor party composition consisted of thirty-five percent family with children less than 18 years old, thirty-two percent single adult couples, twenty-eight percent groups and five percent single travellers (Exhibit 7).

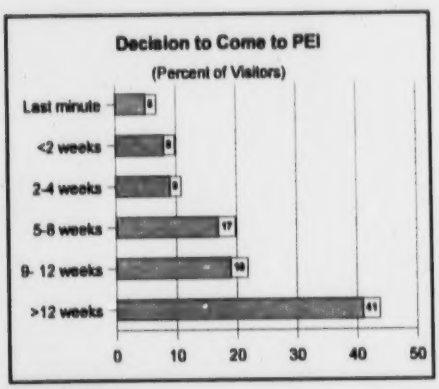


Exhibit 6

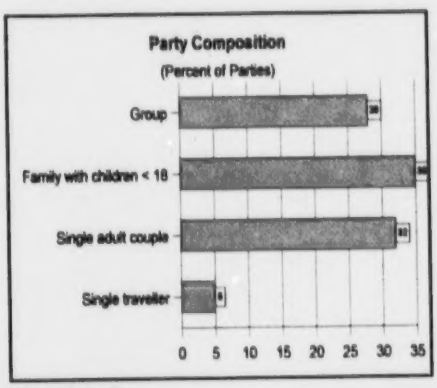


Exhibit 7

In 2001, the majority (73%) of pleasure visitors from Newfoundland were over 40 years of age, with 59% working full time. More than two-thirds (69%) had annual household incomes greater than $50,000. Newfoundland pleasure visitors spent an average of 5.8 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

Newfoundland Pleasure Visitors Demographics
(Percent of Visitors)

Age	**1999**	**2000**	**2001**
<40 years	41%	46%	27%
40-59 years	54%	42%	56%
60+ years	4%	13%	17%
Work Status			
Full Time	68%	59%	59%
Retired	10%	20%	22%
Other	22%	21%	19%
Household Income			
<$35,000	16%	26%	12%
$35,000-$50,000	47%	41%	19%
>$50,000	37%	34%	69%
Average Length of Stay	5.5	4.6	5.8

Exhibit 8

The main overnight destinations for pleasure visitors from Newfoundland included: Cavendish (36%) and Charlottetown (29%) (Exhibit 9). The main types of accommodations frequented by Newfoundland pleasure visitors in 2001 included: Cottage/Cabin (30%), Hotel/Motel (28%), VFR (21%) and Campground/Trailer Park (11%) (Exhibit 10).

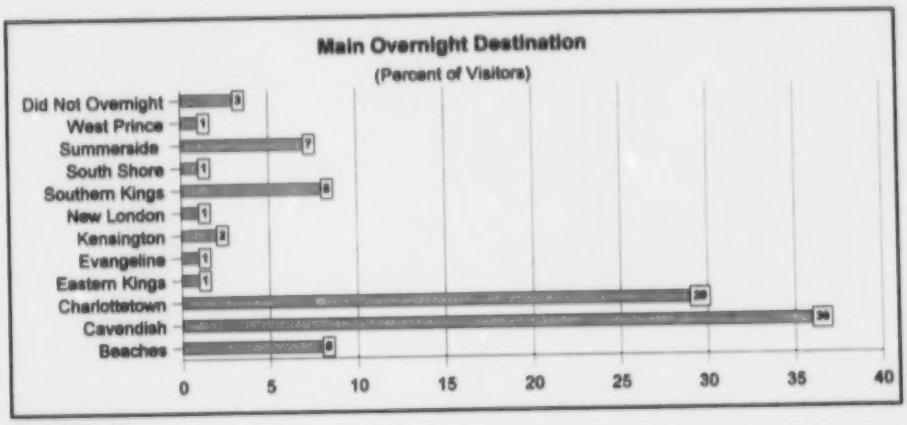


Exhibit 9

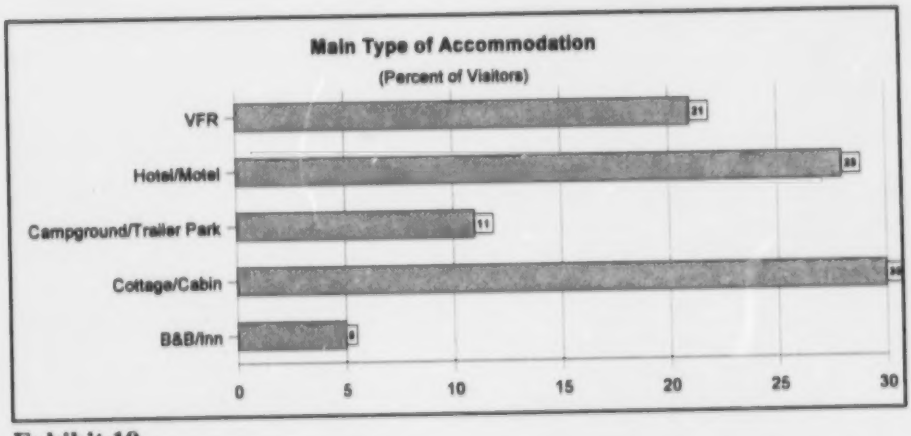


Exhibit 10

The top five activities enjoyed by Newfoundland pleasure visitors during their 2001 vacation in Prince Edward Island included: craft/souvenir shopping (78%), sightseeing (76%), shopping for general merchandise (67%), beach visits (63%) and visiting national parks (48%).

Section 2. Nova Scotia

Visitations from Nova Scotia, which were showing a gradual decline, rebounded in 2001 with an increase of 12.8% in pleasure visitors and a 13.4% increase in pleasure parties. As well, total expenditures by pleasure visitors from Nova Scotia increased 24.6% from $33.4 million in 2000 to $41.6 million in 2001 (Exhibits 1 - 3).

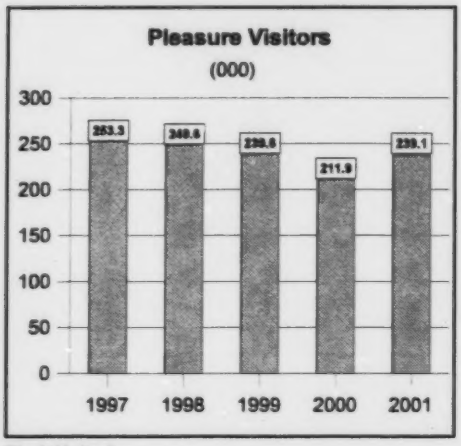
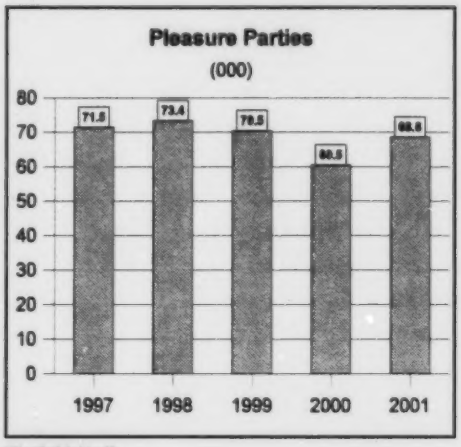


Exhibit 1



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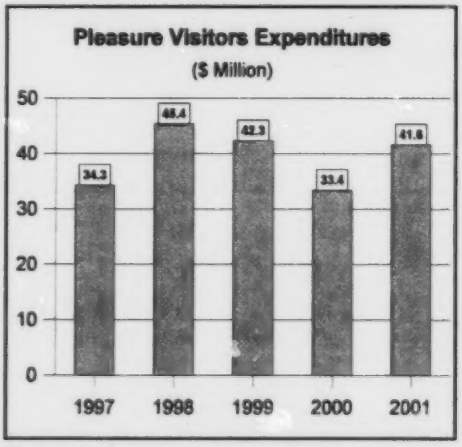
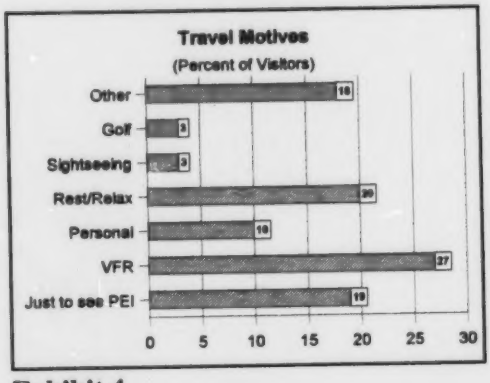


Exhibit 3

The main travel motives expressed by pleasure visitors from Nova Scotia included; visiting friends and relatives (27%), rest and relaxation (20%) and just to see PEI (19%) (Exhibit 4). A large majority (93%) of pleasure visitors from Nova Scotia were repeat visitors to Prince Edward Island (Exhibit 5).



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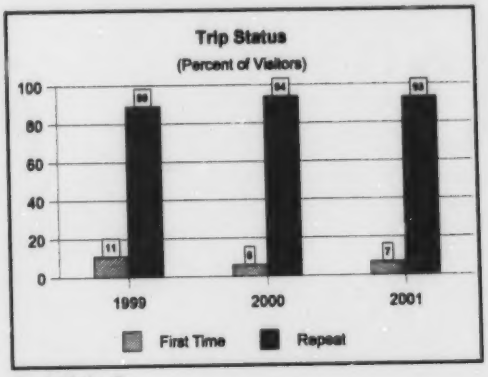


Exhibit 5

One half (50%) of Nova Scotia pleasure visitors made their decision to come to PEI four weeks or less before their departure. The other half made their decision to come to PEI more than four weeks prior to their departure (Exhibit 6).

In 2001, Nova Scotia pleasure visitor party composition consisted of thirty-six percent single adult couples, thirty-three percent families with children under 18 years old, twenty-four percent groups and seven percent single travellers (Exhibit 7).

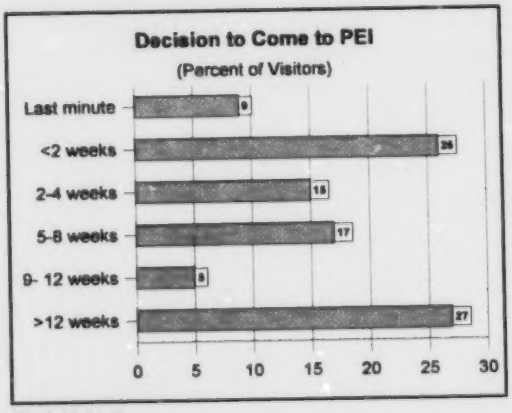


Exhibit 6

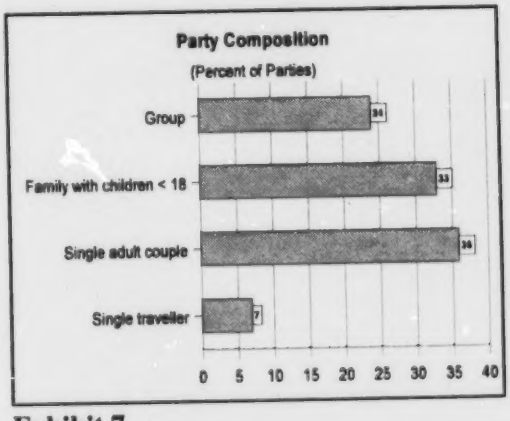


Exhibit 7

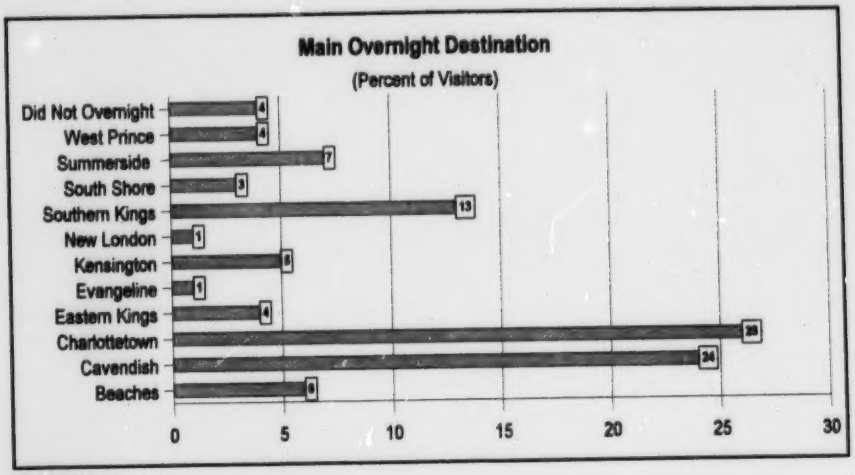
In 2001, the majority (71%) of pleasure visitors from Nova Scotia were over 40 years of age, with 58% working full time. More than one half (55%) had annual household incomes greater than $50,000. Nova Scotia pleasure visitors spent an average of 4 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

Nova Scotia Pleasure Visitors Demographics
(Percent of Visitors)

Age	1999	2000	2001
<40 years	42%	32%	29%
40-59 years	44%	50%	50%
60+ years	13%	18%	21%
Work Status			
Full Time	60%	59%	58%
Retired	16%	22%	25%
Other	24%	19%	17%
Household Income			
<$35,000	23%	22%	21%
$35,000-$50,000	27%	17%	24%
>$50,000	51%	61%	55%
Average Length of Stay	3.7	3.4	4.0

Exhibit 8

The main overnight destinations for pleasure visitors from Nova Scotia included: Charlottetown (26%), Cavendish (24%) and Southern Kings (13%)(Exhibit 9). The main types of accommodations frequented by Nova Scotia pleasure visitors in 2001 included: Hotel/Motel (29%), VFR (23%), Cottage/Cabin (20%) and Campground/Trailer Park (18%) (Exhibit 10).



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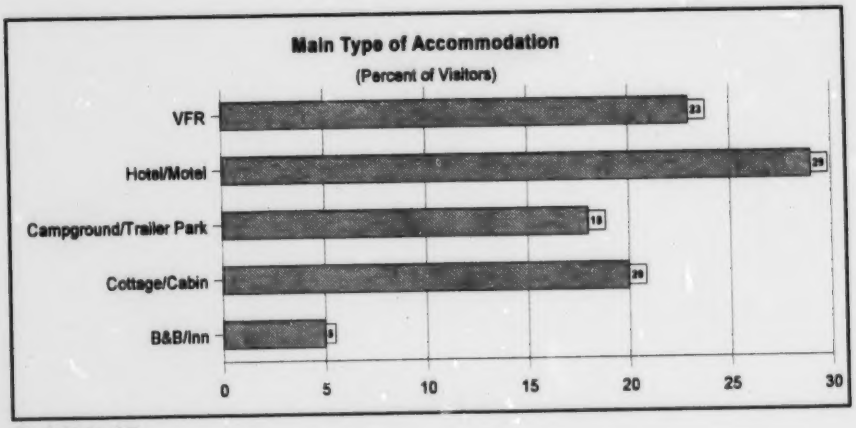


Exhibit 10

The top five activities enjoyed by Nova Scotia pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (64%), craft/souvenir shopping (57%), beach visits (56%), shopping for general merchandise (51%) and visiting friends and relatives (48%).

Section 3. New Brunswick

Visitations from New Brunswick in 2001 declined 9.2% in the number of pleasure visitors and declined 7.9% in pleasure parties. Total expenditures by pleasure visitors from New Brunswick has remained relatively constant at close to $20 million for the last three years (Exhibits 1 - 3).

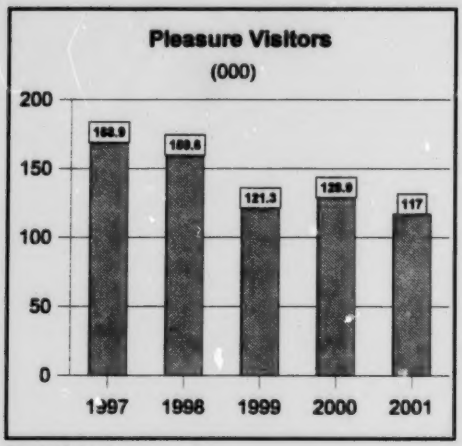
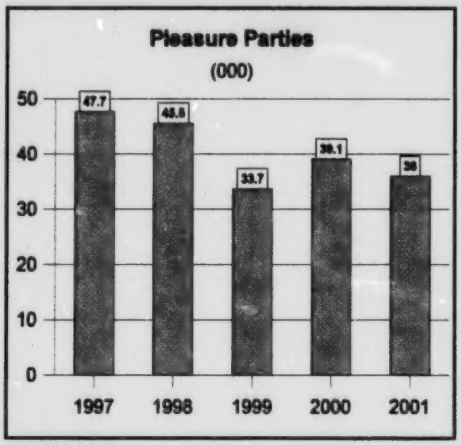


Exhibit 1



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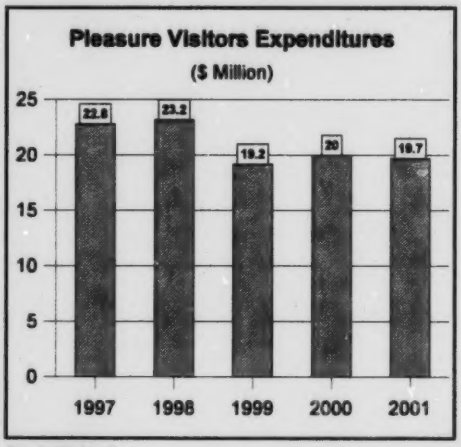
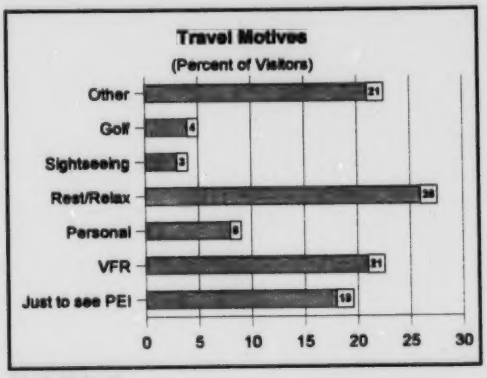


Exhibit 3

The main travel motives expressed by pleasure visitors from New Brunswick included; rest and relaxation (26%), visiting friends and relatives (21%), and just to see PEI (18%) (Exhibit 4). A large majority (92%) of pleasure visitors from New Brunswick were repeat visitors to Prince Edward Island (Exhibit 5).



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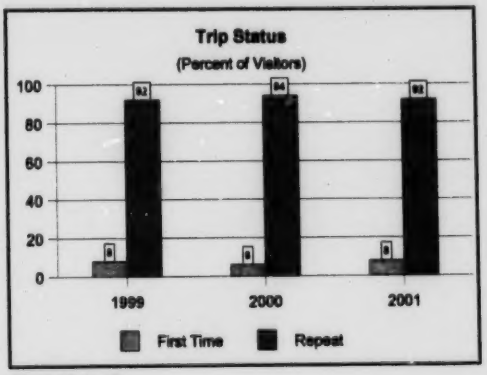
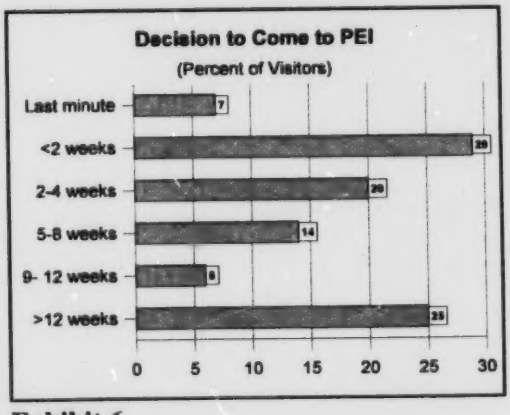


Exhibit 5

Thirty six percent (36%) of pleasure visitors made their decision to come to PEI less than two weeks prior to their departure, while 25% made their decision more than twelve weeks before their departure (Exhibit 6).

In 2001, New Brunswick pleasure visitor party composition consisted of thirty-nine percent single adult couples, thirty-one percent families with children under 18 years old, twenty-six percent groups and four percent single travellers (Exhibit 7).



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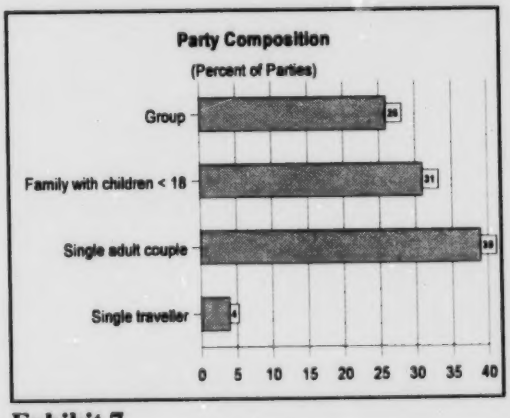


Exhibit 7

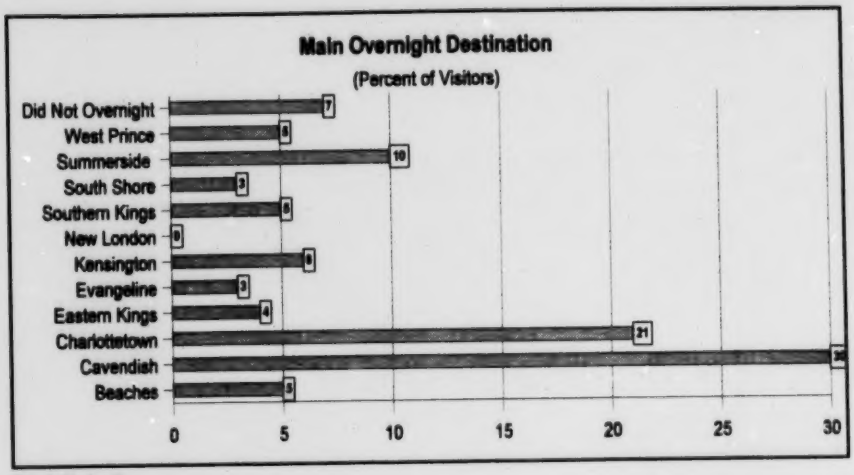
In 2001, the majority (82%) of pleasure visitors from New Brunswick were less than 60 years of age, with 64% working full time. Slightly more than one half (51%) had annual household incomes greater than $50,000. New Brunswick pleasure visitors spent an average of 3 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

New Brunswick Pleasure Visitors Demographics
(Percent of Visitors)

Age	1999	2000	2001
<40 years	43%	36%	37%
40-59 years	41%	46%	45%
60+ years	16%	18%	18%
Work Status			
Full Time	64%	61%	64%
Retired	17%	20%	21%
Other	19%	19%	15%
Household Income			
<$35,000	28%	26%	25%
$35,000-$50,000	28%	24%	24%
>$50,000	44%	50%	51%
Average Length of Stay	3.1	2.8	3.0

Exhibit 8

The main overnight destinations for pleasure visitors from New Brunswick included: Cavendish (30%), Charlottetown (21%) and Summerside (10%) (Exhibit 9). The main types of accommodations frequented by New Brunswick pleasure visitors in 2001 included: Campground/Trailer Park (27%), Hotel/Motel (24%), VFR (22%), and Cottage/Cabin (22%) (Exhibit 10).



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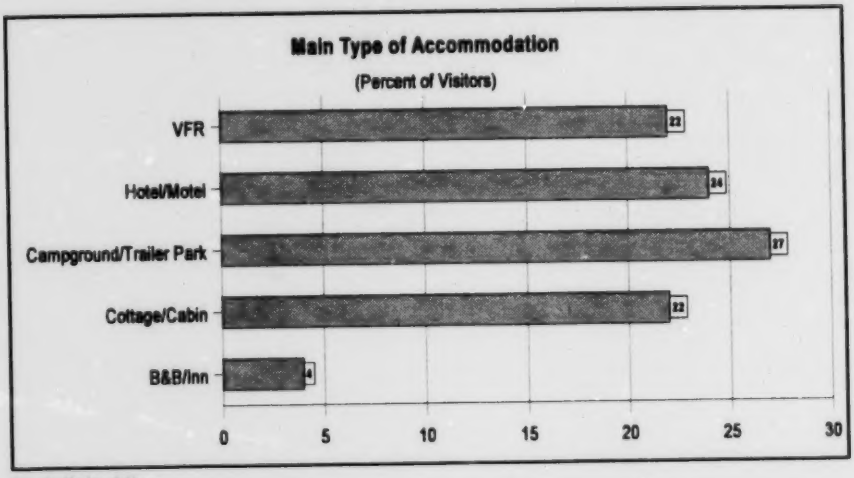


Exhibit 10

The top five activities enjoyed by New Brunswick pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (62%), beach visits (59%), craft/souvenir shopping (58%), shopping for general merchandise (50%) and visiting friends and relatives (40%).

Section 4. Quebec

Visitations from Quebec increased in 2001, with a 17.6% increase over last years level. Pleasure parties from Quebec also showed an increase of 15.6% in 2001. As well, total expenditures by pleasure visitors from Quebec increased 13.4% from $20.1 million in 2000 to $22.8 million in 2001 (Exhibits 1 - 3).

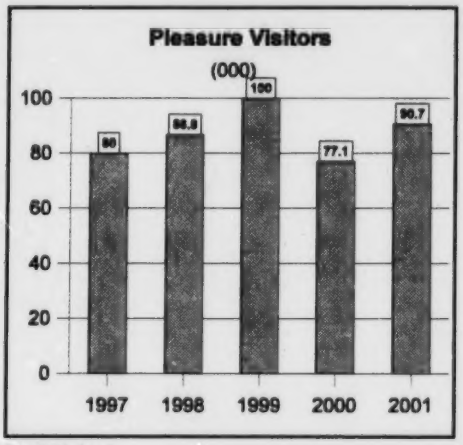
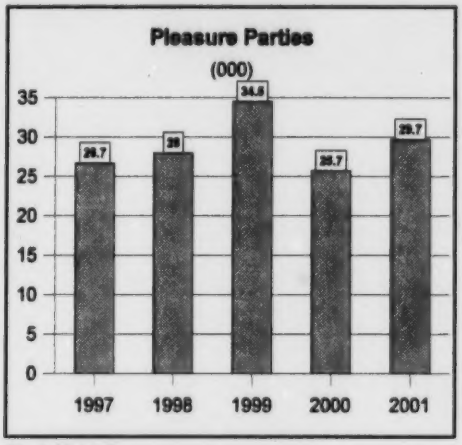


Exhibit 1



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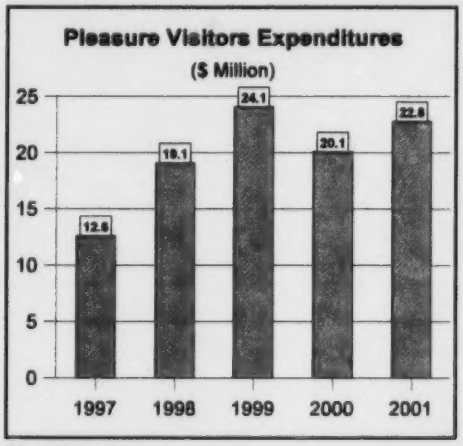
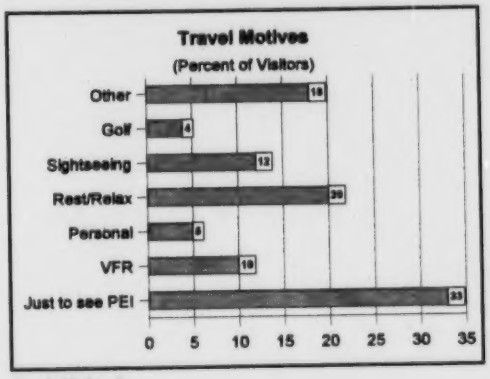


Exhibit 3

The main travel motives expressed by pleasure visitors from Quebec included; just to see PEI (33%), rest and relaxation (20%), sightseeing (12%), visiting friends and relatives (10%) (Exhibit 4). A small majority (52%) of pleasure visitors from Quebec were repeat visitors to Prince Edward Island (Exhibit 5).



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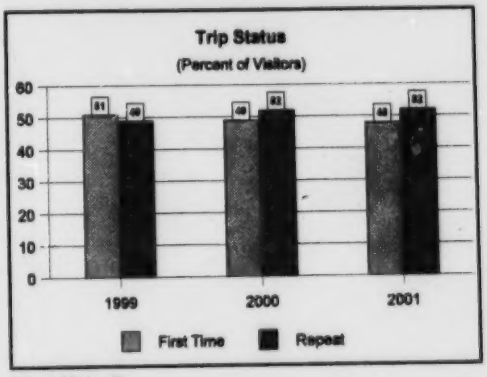
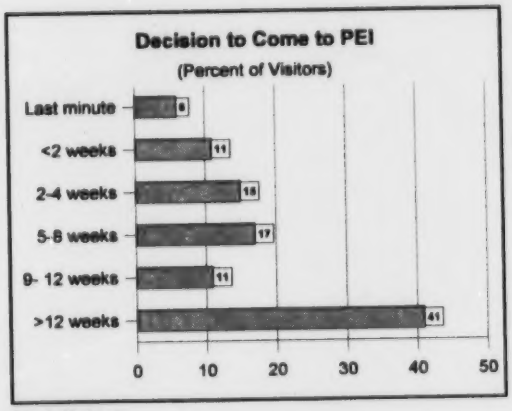


Exhibit 5

Forty one percent (41%) of Quebec pleasure visitors made their decision to come to PEI more than twelve weeks before their departure (Exhibit 6).

In 2001, Quebec pleasure visitor party composition was dominated by single adult couples (46%), while 32% consisted of families with children under 18 years old (Exhibit 7).



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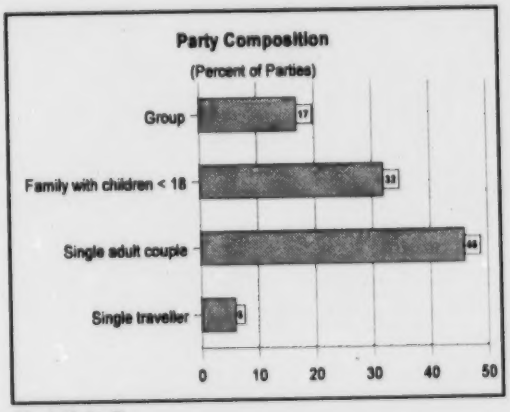


Exhibit 7

In 2001, the majority (52%) of pleasure visitors from Quebec were 40 to 59 years of age, with 62% working full time. Two-thirds (63%) had annual household incomes greater than $50,000. Quebec pleasure visitors spent an average of 5.1 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

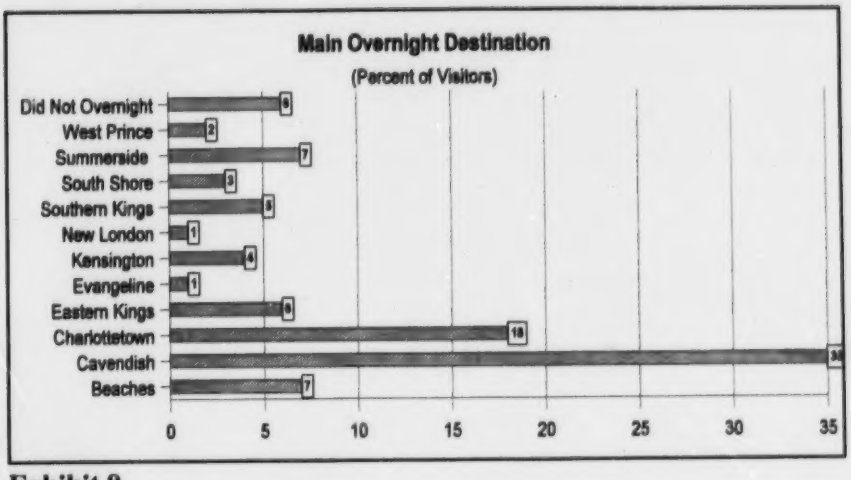
Quebec Pleasure Visitors Demographics

(Percent of Visitors)

Age	1999	2000	2001
<40 years	32%	28%	27%
40-59 years	47%	52%	52%
60+ years	21%	20%	21%
Work Status			
Full Time	57%	59%	62%
Retired	27%	21%	24%
Other	16%	20%	14%
Household Income			
<$35,000	23%	17%	15%
$35,000-$50,000	27%	24%	22%
>$50,000	50%	59%	63%
Average Length of Stay	4.5	4.4	5.1

Exhibit 8

The main overnight destinations for pleasure visitors from Quebec included: Cavendish (35%), Charlottetown (18%), Summerside (7%), the Beaches (7%) and Eastern Kings (6%) (Exhibit 9). The main types of accommodations frequented by Quebec pleasure visitors in 2001 were dominated by: Campground/Trailer Park (33%) and Hotel/Motel (31%) (Exhibit 10).



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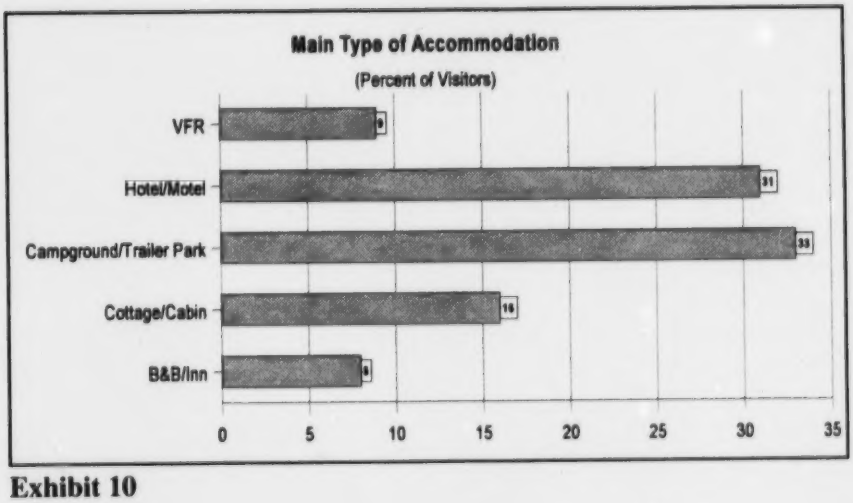
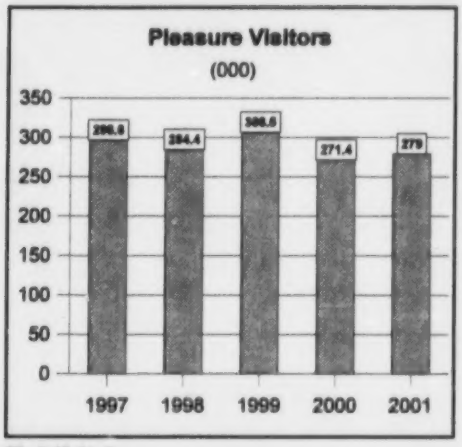


Exhibit 10

The top five activities enjoyed by Quebec pleasure visitors during their 2001 vacation in Prince Edward Island included: beach visits (81%), sightseeing (73%), craft/souvenir shopping (70%), visiting national parks (62%) and lobster suppers (53%).

Section 5. Ontario

With an estimated 26% market share in 2001, Ontario continued to be Prince Edward Island's largest source of pleasure visitors. Although Ontario visitors in 2001 showed an increase of 2.8% over last year, the 2001 level is approximately 3.7% less than the previous four year average. Pleasure parties from Ontario showed an increase of 6.5% over last year. Total expenditures by pleasure visitors from Ontario showed an increase of 23.7% from $70.8 million to $87.6 million (Exhibits 1 - 3).



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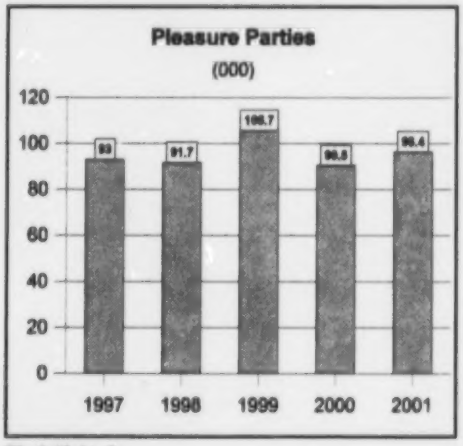

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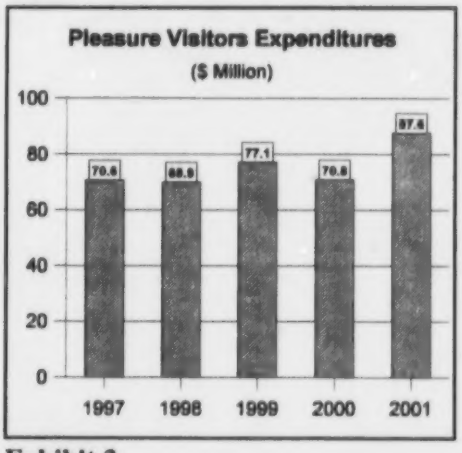
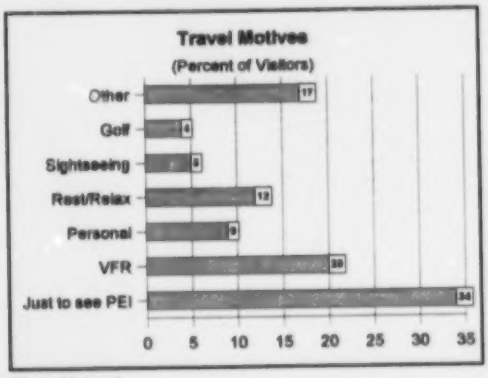


Exhibit 3

The main travel motives expressed by pleasure visitors from Ontario included; just to see PEI (34%), visiting friends and relatives (20%) and rest and relaxation (12%) (Exhibit 4). A majority (57%) of pleasure visitors from Ontario were repeat visitors to Prince Edward Island (Exhibit 5).



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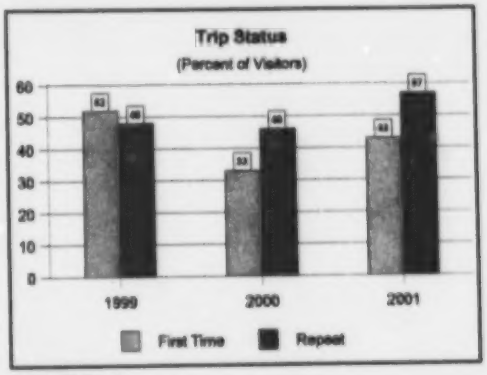
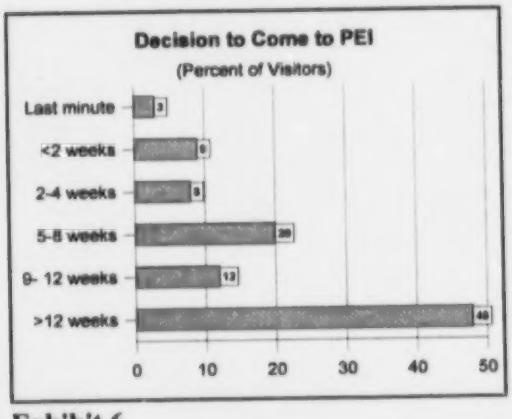


Exhibit 5

Almost half (48%) of Ontario pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 60).

In 2001, Ontario pleasure visitor party composition consisted of forty-four percent single adult couples, twenty-five percent family with children less than 18 years old, twenty-three percent groups and eight percent single travellers (Exhibit7).



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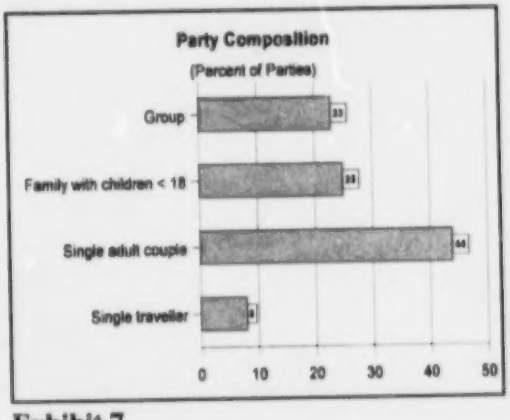


Exhibit 7

In 2001, the majority (74%) of pleasure visitors from Ontario were less than 59 years of age, with 59% working full time. Three quarters (75%) had annual household incomes greater than $50,000. Ontario pleasure visitors spent an average of 5.5 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

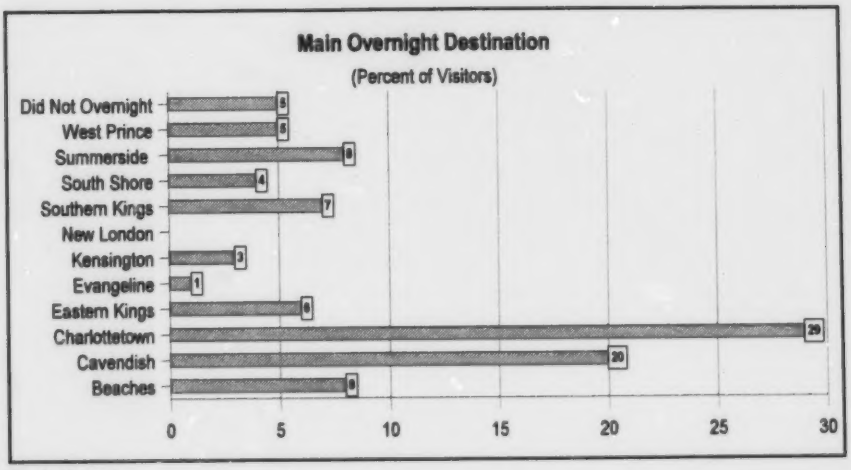
Ontario Pleasure Visitors Demographics

(Percent of Visitors)

Age	1999	2000	2001
<40 years	29%	29%	27%
40-59 years	45%	50%	47%
60+ years	26%	21%	26%
Work Status			
Full Time	51%	61%	59%
Retired	29%	21%	27%
Other	30%	18%	14%
Household Income			
<$35,000	10%	11%	10%
$35,000-$50,000	54%	41%	15%
>$50,000	36%	48%	75%
Average Length of Stay	5.3	4.4	5.5

Exhibit 8

The main overnight destinations for pleasure visitors from Ontario included: Charlottetown (29%), Cavendish (20%), the Beaches (8%), Summerside (8%) and Southern Kings (7%) (Exhibit 9). The main types of accommodations frequented by Ontario pleasure visitors in 2001 included: Hotel/Motel (36%), Cottage/Cabin (19%), VFR (18%), B&B/Inn (13%) and Campground/Trailer Park (12%) (Exhibit 10).



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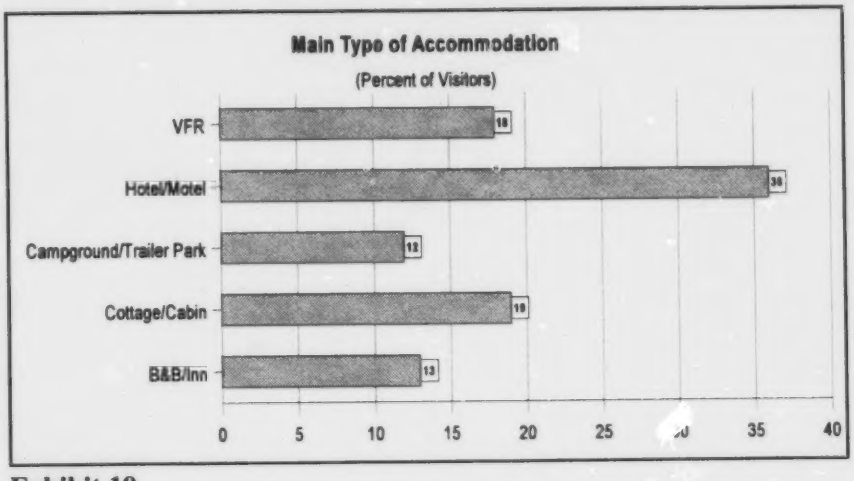
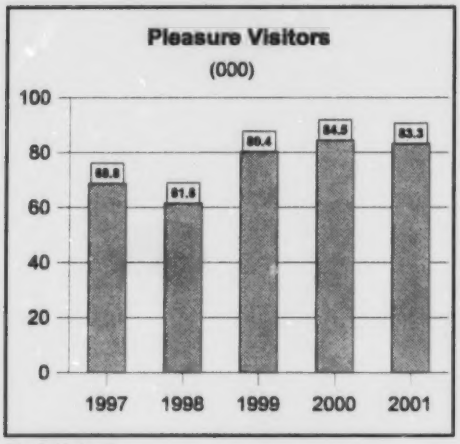


Exhibit 10

The top five activities enjoyed by Ontario pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (81%), craft/souvenir shopping (74%), beach visits (72%), driving tour (59%) and lobster suppers (57%).

Section 6. Other Canada

Visitations from Other Canada pleasure visitors showed a small decline of 1.4% in 2001 compared to a year earlier, while the number of pleasure parties showed a slight increase of 3.2%. Total expenditures by pleasure visitors from Other Canada showed a large increase of 41% from $20.2 million in 2000 to $28.4 million in 2001 (Exhibits 1 - 3).



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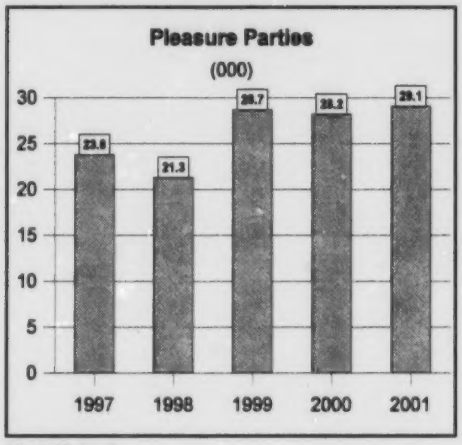

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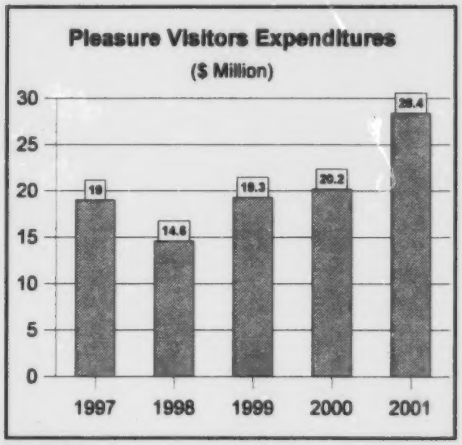
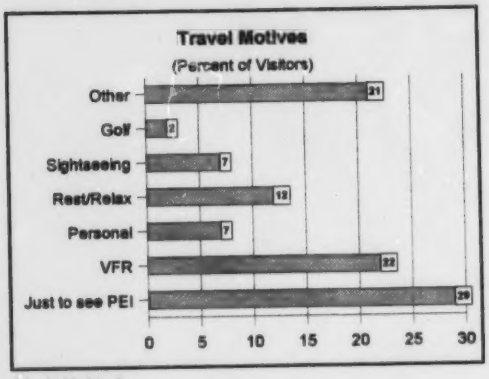


Exhibit 3

The main travel motives expressed by pleasure visitors from Other Canada included; just to see PEI (29%), visiting friends and relatives (22%) and rest and relaxation (12%) (Exhibit 4). A majority (61%) of pleasure visitors from Other Canada were first time visitors to Prince Edward Island (Exhibit 5).



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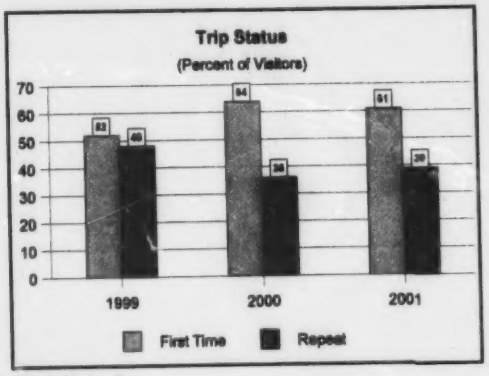
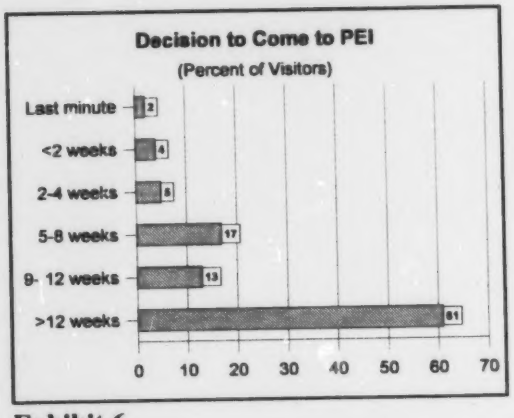


Exhibit 5

The majority (61%) of pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 6).

In 2001, Other Canada pleasure visitor party composition was dominated by single adult couples at 46%, with 27% family with children less than 18 years old, 18% groups and 9% single travellers (Exhibit 7).



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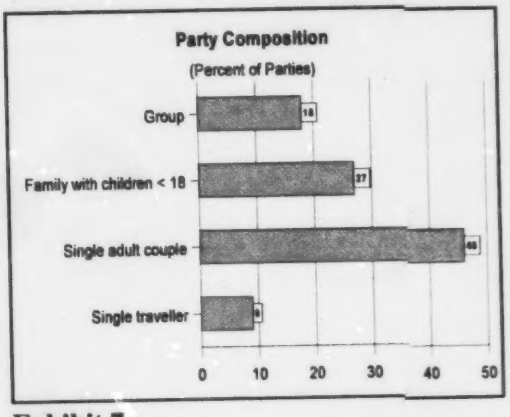


Exhibit 7

In 2001, the majority (56%) of pleasure visitors from Other Canada were between 40-59 years of age, with 66% working full time. Almost three quarters (73%) had annual household incomes greater than $50,000. Other Canada pleasure visitors spent an average of 6.6 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

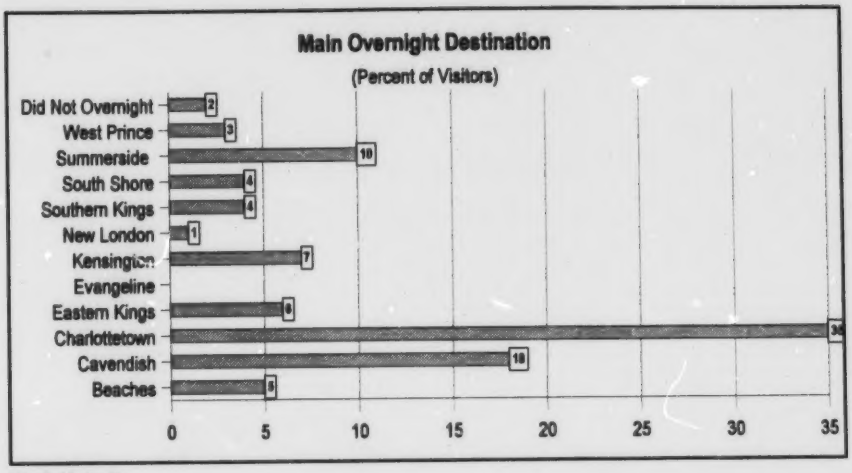
Other Canada Pleasure Visitors Demographics

(Percent of Visitors)

Age	1999	2000	2001
<40 years	23%	28%	23%
40-59 years	56%	53%	56%
60+ years	21%	19%	21%
Work Status			
Full Time	57%	59%	66%
Retired	21%	15%	18%
Other	22%	26%	16%
Household Income			
<$35,000	12%	15%	9%
$35,000-$50,000	50%	40%	18%
>$50,000	38%	46%	73%
Average Length of Stay	5.5	5.0	6.6

Exhibit 8

The main overnight destinations for pleasure visitors from Other Canada included: Charlottetown (35%), Cavendish (18%), Summerside (10%) and Kensington (7%) (Exhibit 9). The main types of accommodations frequented by Other Canada pleasure visitors in 2001 included: Hotel/Motel (33%), VFR (23%), Cottage/Cabin (14%), B&B/Inn (14%) and Campground/Trailer Park (12%) (Exhibit 10).



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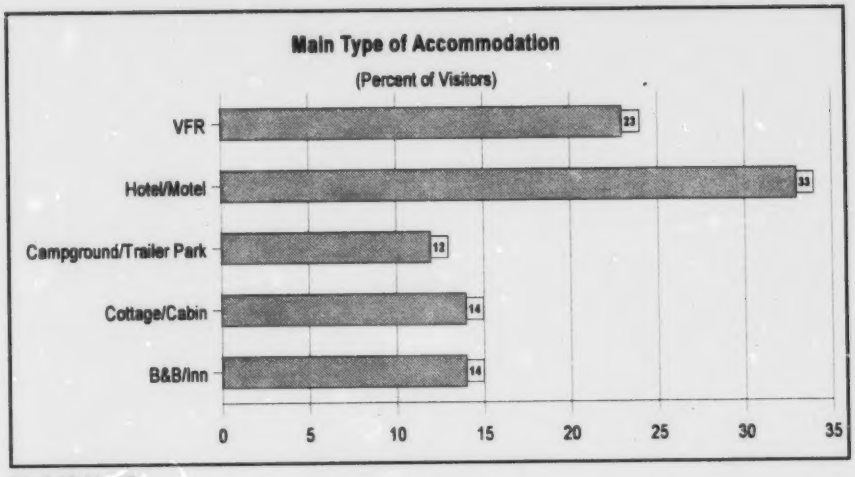


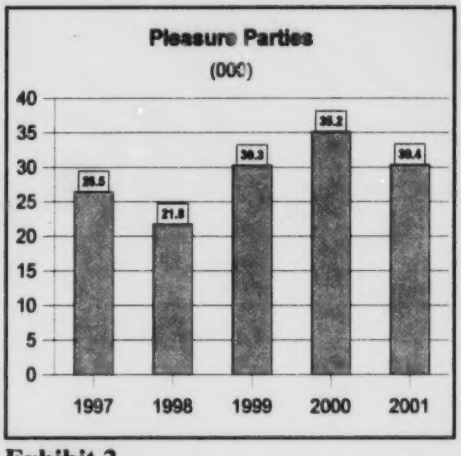
Exhibit 10

The top five activities enjoyed by Other Canada pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (85%), craft/souvenir shopping (83%), beach visits (83%), visiting national parks (67%) and driving tour (66%).

Section 7. New England

Although visitations from New England pleasure visitors showed a decline of 10% in 2001 compared to a year earlier, the 2001 level is 8.5% greater than the previous four year average. While the number of pleasure parties showed a decrease of 14% in 2001, total expenditures by pleasure visitors from New England showed a decrease of 4% from $27.4 million in 2000 to $26.3 million (Exhibits 1 - 3).

Exhibit 1



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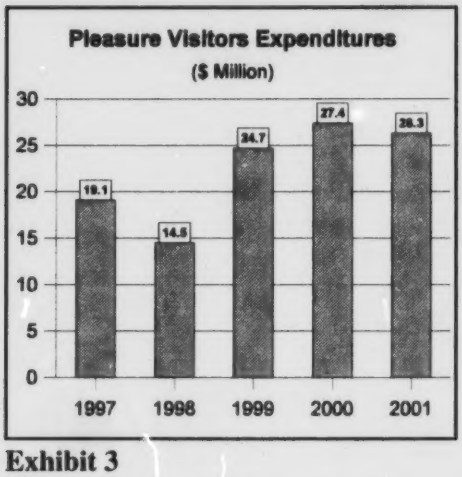
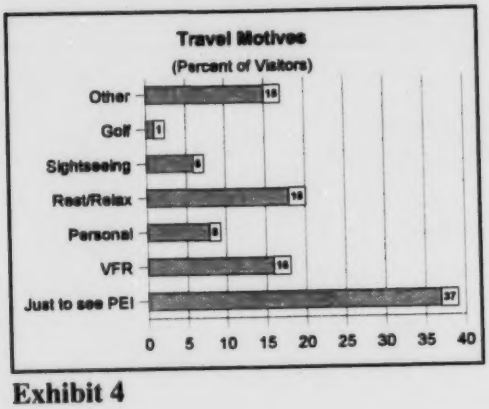


Exhibit 3

The main travel motives expressed by pleasure visitors from New England included; just to see PEI (37%), rest and relaxation (18%) and visiting friends and relatives (16%) (Exhibit 4). A slight majority (52%) of pleasure visitors from New England were first time visitors to Prince Edward Island (Exhibit 5).



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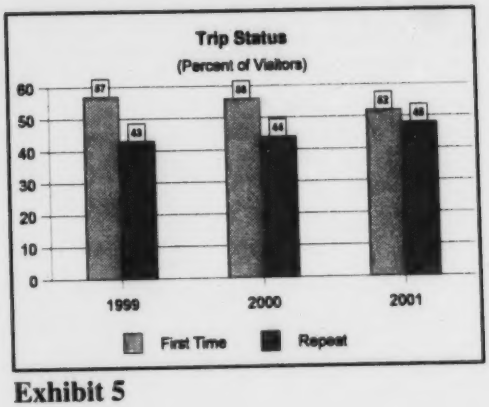
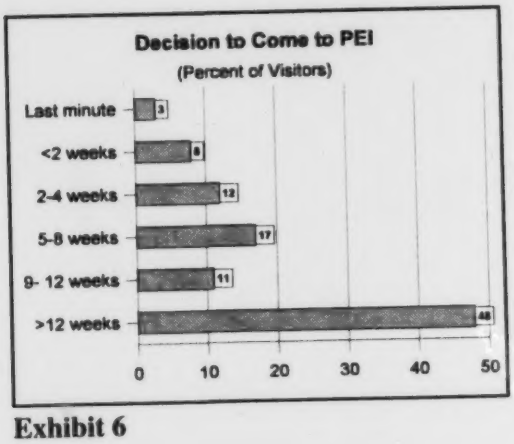


Exhibit 5

The majority (48%) of New England pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 6).

In 2001, New England pleasure visitor party composition consisted of fifty percent single adult couples, twenty-four percent family with children less than18 years old, twenty-four percent groups and three percent single travellers (Exhibit 7).



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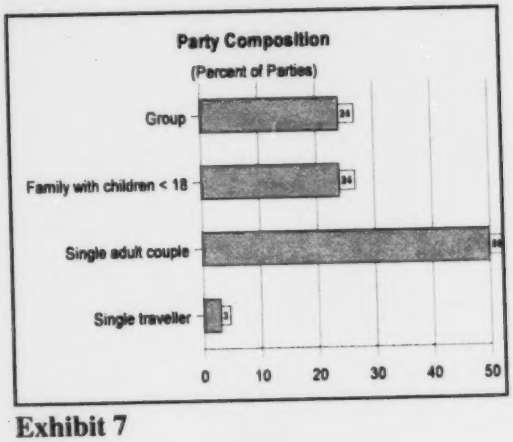


Exhibit 7

In 2001, a large majority (83%) of pleasure visitors from New England were over 40 years of age, with 53% working full time. Sixty four percent (85%) had annual household incomes greater than $50,000. New England pleasure visitors spent an average of 4.9 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

New England Pleasure Visitors Demographics
(Percent of Visitors)

Age	1999	2000	2001
<40 years	15%	17%	17%
40-59 years	50%	51%	48%
60+ years	35%	32%	35%
Work Status			
Full Time	52%	57%	53%
Retired	31%	25%	31%
Other	17%	18%	16%
Household Income			
<$35,000	18%	13%	15%
$35,000-$50,000	25%	17%	21%
>$50,000	57%	70%	64%
Average Length of Stay	4.7	4.7	4.9

Exhibit 8

The main overnight destinations for pleasure visitors from New England included: Cavendish (24%), Charlottetown (21%), the Beaches (9%) and Summerside (8%)(Exhibit 9). The main types of accommodations frequented by New England pleasure visitors in 2001 included: Hotel/Motel (31%), Cottage/Cabin (21%), B&B/Inn (16%), Campground/Trailer Park (16%) and VFR (13%) (Exhibit 10).

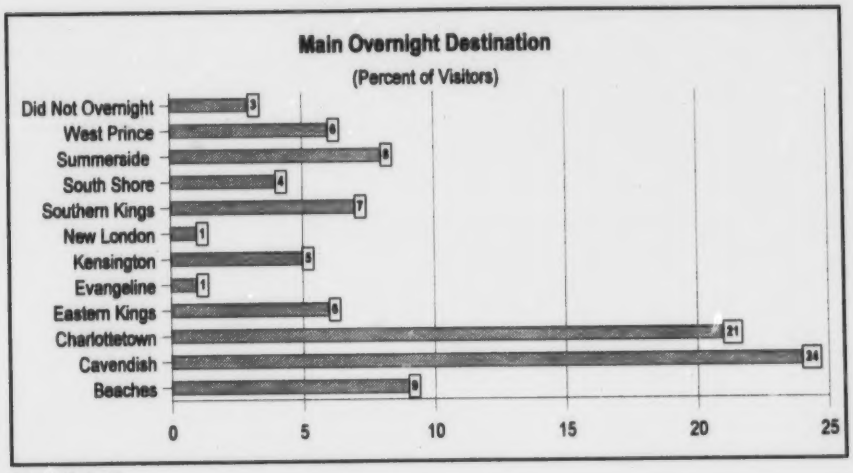


Exhibit 9

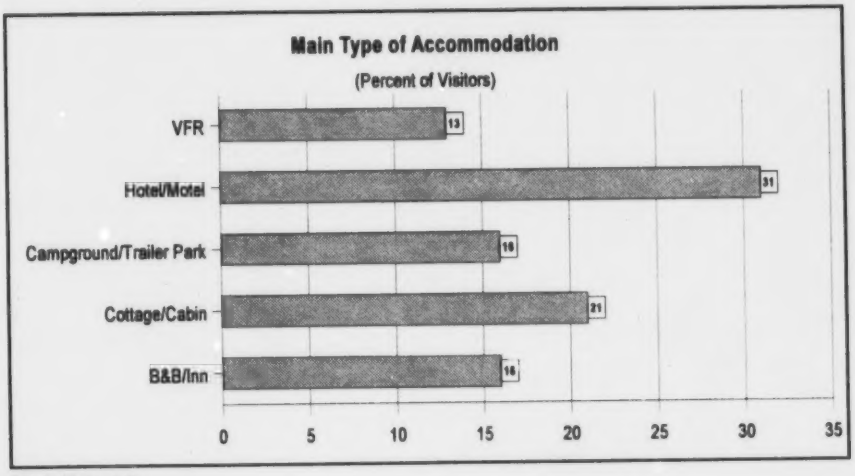


Exhibit 10

The top five activities enjoyed by New England pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (87%), craft/souvenir shopping (74%), beach visits (74%), visiting national parks (60%) and driving tour (58%).

Section 8. Mid Atlantic

Visitations from Mid Atlantic pleasure visitors showed a decline of 22% in 2001 compared to a year earlier. While the number of pleasure parties showed a decrease of 10%, total expenditures showed a decrease of 16% from $18.5 million in 2000 to $15.5 million in 2001 (Exhibits 1 - 3).

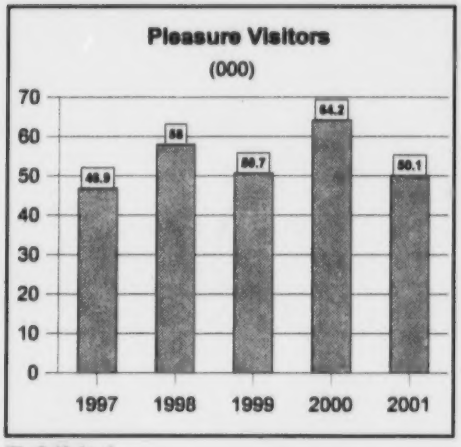
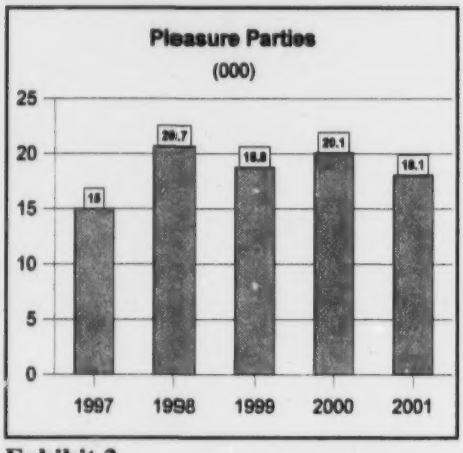


Exhibit 1



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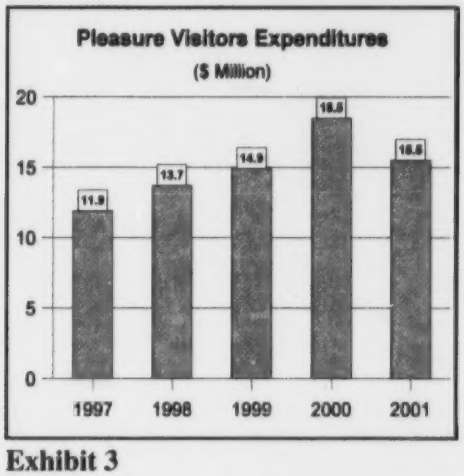
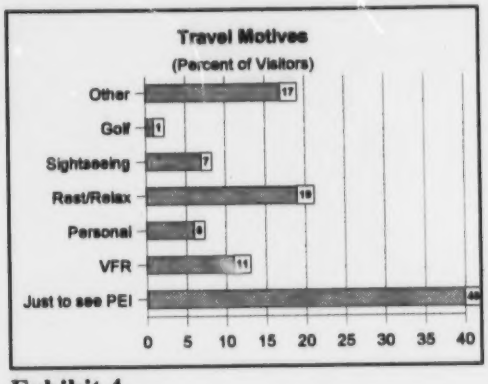


Exhibit 3

The main travel motives

expressed by pleasure visitors from the Mid Atlantic states included; just to see PEI (40%), rest and relaxation (19%) and visiting friend and relatives (11%) (Exhibit 4). A large majority (74%) of pleasure visitors from Mid Atlantic were first time visitors to Prince Edward Island (Exhibit 5).



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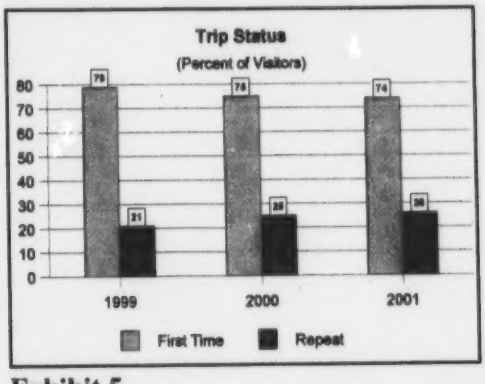


Exhibit 5

The majority (53%) of Mid Atlantic pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 6).

In 2001, Mid Atlantic pleasure visitor party composition consisted of fifty-two percent single adult couples, nineteen percent family with children less than18 years old, twenty-one percent groups and eight percent single travellers (Exhibit 7).

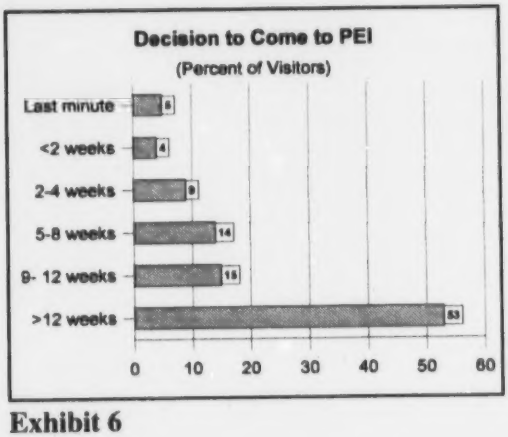


Exhibit 6

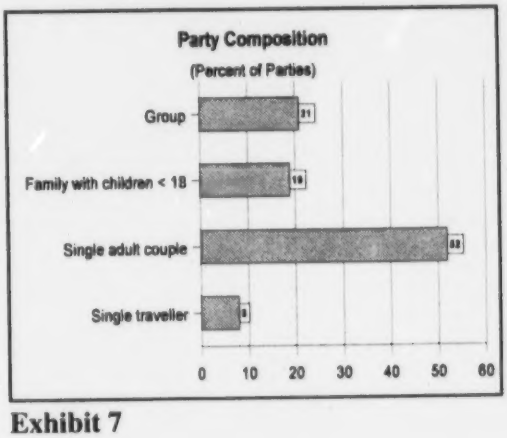


Exhibit 7

In 2001, a large majority (84%) of pleasure visitors from Mid Atlantic states were over 40 years

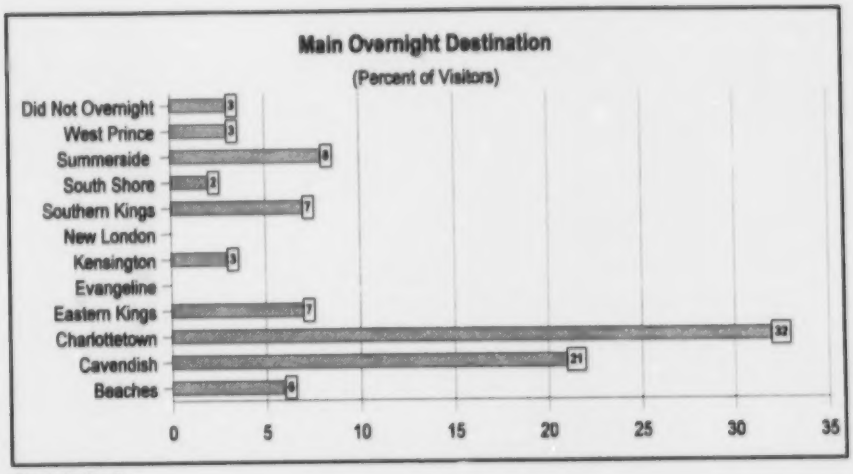
of age, with 50% working full time. Three-fourths (75%) had annual household incomes greater than $50,000. Mid Atlantic pleasure visitors spent an average of 4.2 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

Mid Atlantic Pleasure Visitors Demographics
(Percent of Visitors)

Age	1999	2000	2001
<40 years	12%	17%	16%
40-59 years	49%	48%	45%
60+ years	39%	35%	39%
Work Status			
Full Time	50%	53%	50%
Retired	33%	31%	37%
Other	17%	16%	13%
Household Income			
<$35,000	11%	9%	9%
$35,000-$50,000	12%	13%	16%
>$50,000	78%	78%	75%
Average Length of Stay	4.3	4.7	4.2

Exhibit 8

The main overnight destinations for pleasure visitors from Mid Atlantic states included: Charlottetown (32%), Cavendish (21%), Summerside (8%) and Southern and Eastern Kings (7%) each (Exhibit 9). The main types of accommodations frequented by Mid Atlantic pleasure visitors in 2001 included: Hotel/Motel (43%), B&B/Inn (21%), Cottage/Cabin (15%), Campground/Trailer Park (10%) and VFR (8%) (Exhibit 10).



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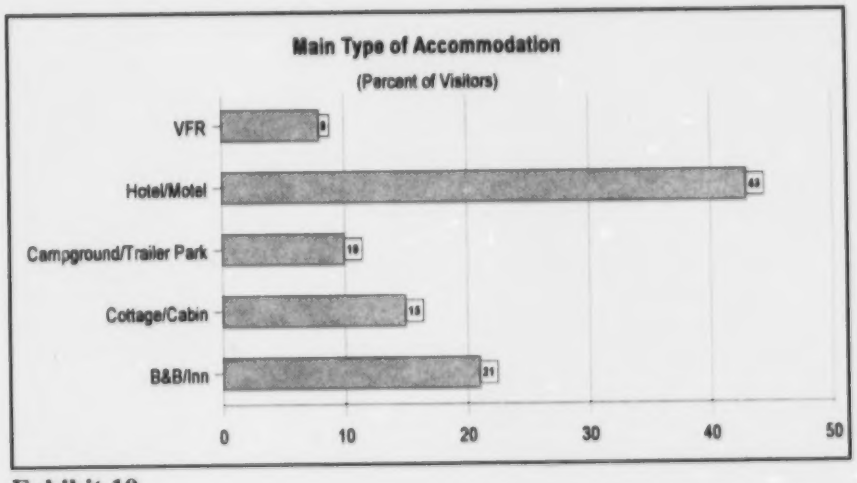


Exhibit 10

The top five activities enjoyed by Mid Atlantic pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (90%), craft/souvenir shopping (84%), beach visits (82%), driving tour (69%) and visiting national parks (65%).

Section 9. Other US

Visitations from Other US pleasure visitors showed an increase of 1.7% in 2001 compared to a year earlier. While the number of pleasure parties also showed an increase (2.7%), total expenditures showed an increase of 4.8% from $27.3 million in 2000 to $28.6 million in 2001 (Exhibits 1 - 3).

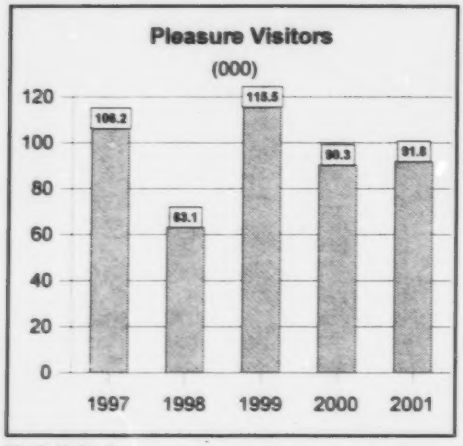


Exhibit 1

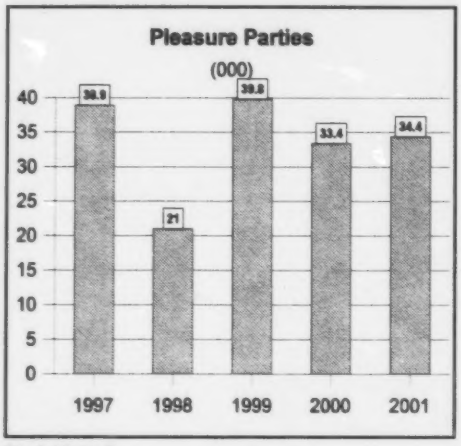


Exhibit 2

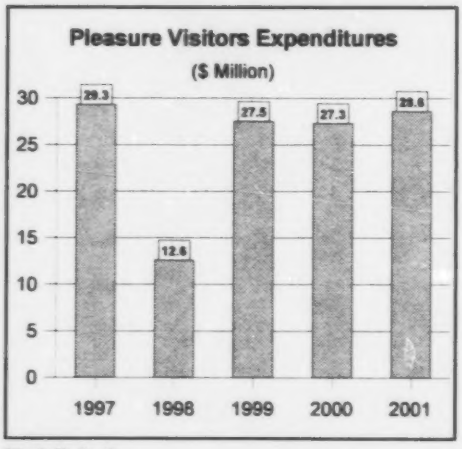
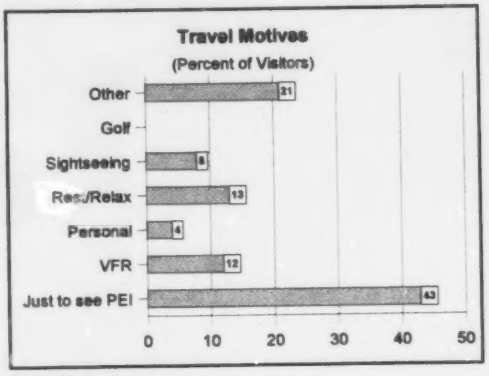


Exhibit 3

The main travel motives expressed by pleasure visitors from Other US states included; just to see PEI (43%), rest and relaxation (13%) and visiting friends and relatives (12%) (Exhibit 4). A large majority (81%) of pleasure visitors from Other US states were first time visitors to Prince Edward Island (Exhibit 5).



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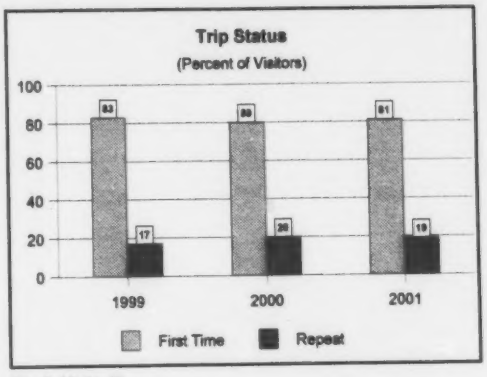
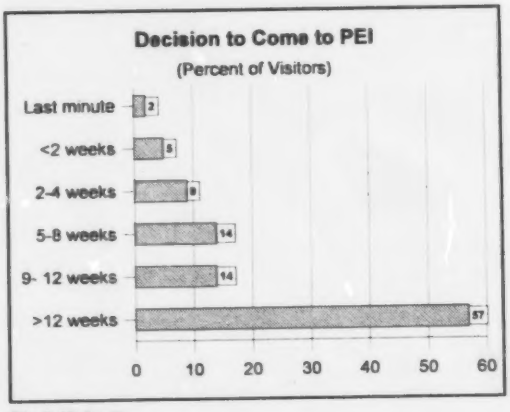


Exhibit 5

The majority (57%) of Other US pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 6).

In 2001, Other US pleasure visitor party composition was dominated by single adult couples (55%), while 22% were groups, 19% were family with children less than18 years old and 4% were single travellers (Exhibit 7).



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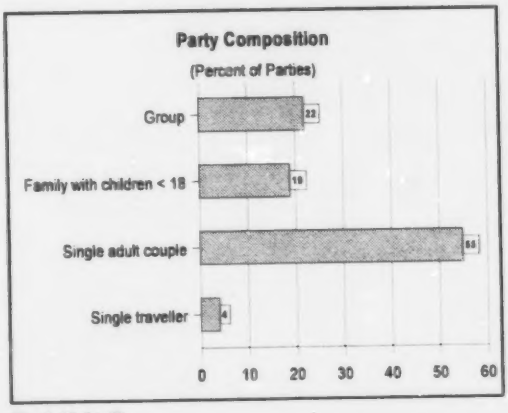


Exhibit 7

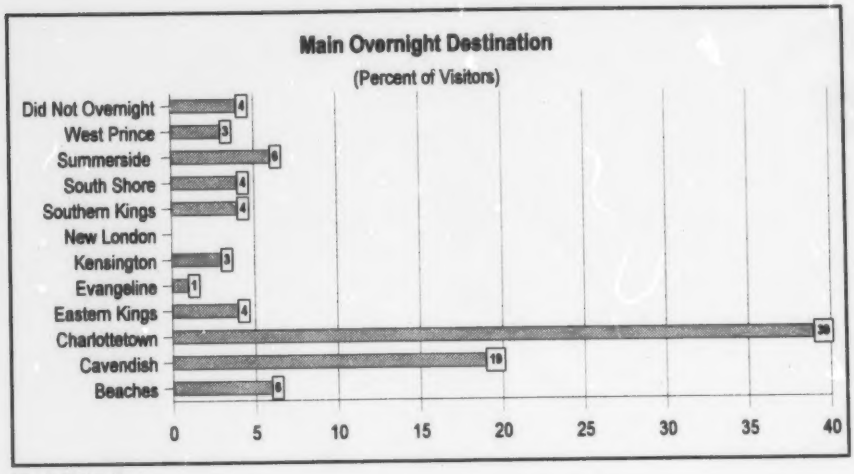
In 2001, a large majority (85%) of pleasure visitors from Other US states were over 40 years of age, with 46% working full time. More than three-fourths (76%) had annual household incomes greater than $50,000. Other US pleasure visitors spent an average of 4.3 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

Other US Pleasure Visitors Demographics
(Percent of Visitors)

Age	**1999**	**2000**	**2001**
<40 years	14%	16%	15%
40-59 years	47%	48%	40%
60+ years	39%	36%	45%
Work Status			
Full Time	40%	51%	46%
Retired	38%	31%	41%
Other	22%	18%	13%
Household Income			
<$35,000	15%	9%	11%
$35,000-$50,000	15%	13%	13%
>$50,000	70%	78%	76%
Average Length of Stay	4.5	4.3	4.3

Exhibit 8

The main overnight destinations for pleasure visitors from Other US states included: Charlottetown (39%), Cavendish (19%), the Beaches (6%) and Summerside (6%) (Exhibit 9). The main types of accommodations frequented by Other US pleasure visitors in 2001 were dominated by Hotel/Motel (51%) and B&B/Inn (23%) (Exhibit 10).



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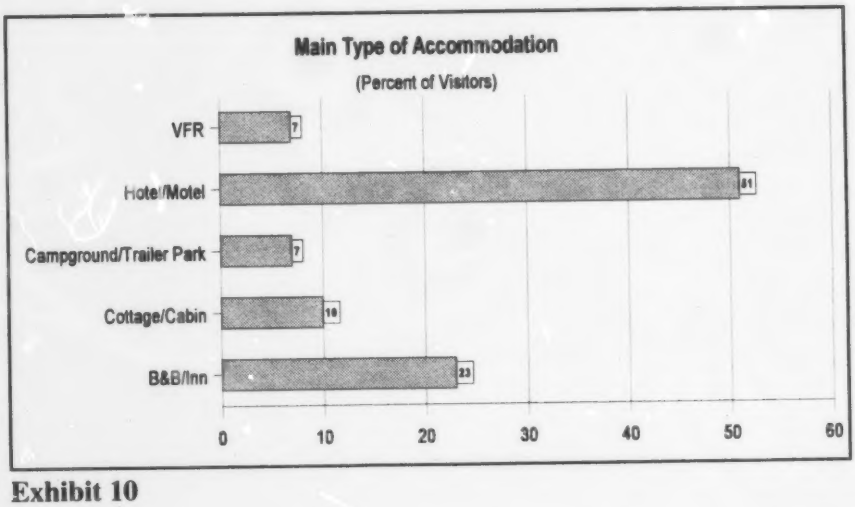


Exhibit 10

The top five activities enjoyed by Other US pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (91%), craft/souvenir shopping (81%), beach visits (73%), driving tour (72%) and visiting Anne attractions (65%).

Section 10. International

The International visitor origin covers all geographic areas outside North America. Visitations from International pleasure visitors showed an increase of 28% in 2001 compared to a year earlier. The number of pleasure parties also showed an increase of 8.8% in 2001, while total expenditures showed an increase of 7.3% from $8.2 million in 2000 to $8.8 million (Exhibits 1 - 3).

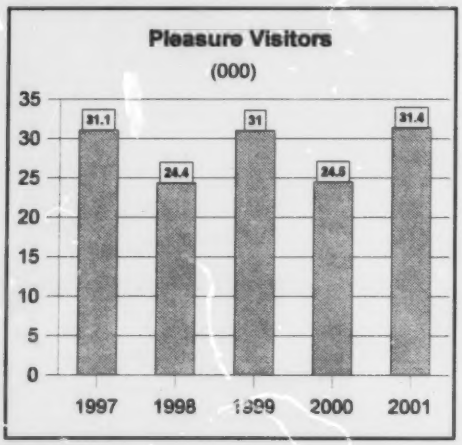
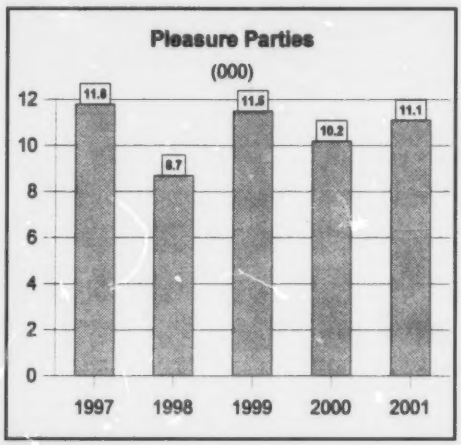


Exhibit 1



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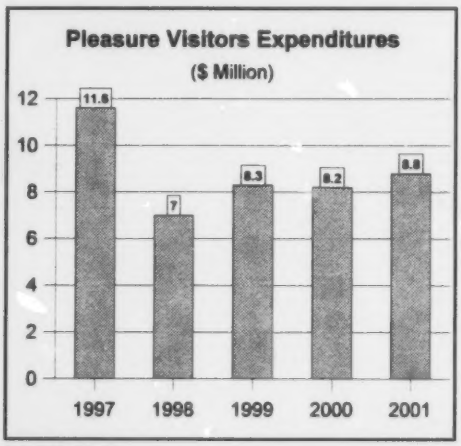
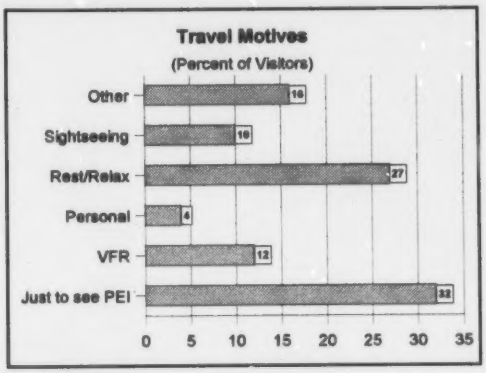


Exhibit 3

The main travel motives expressed by International pleasure visitors included; just to see PEI (32%), rest and relaxation (27%) and visiting friends and relatives (12%) (Exhibit 4). A large majority (88%) of pleasure visitors from International origins were first time visitors to Prince Edward Island (Exhibit 5).



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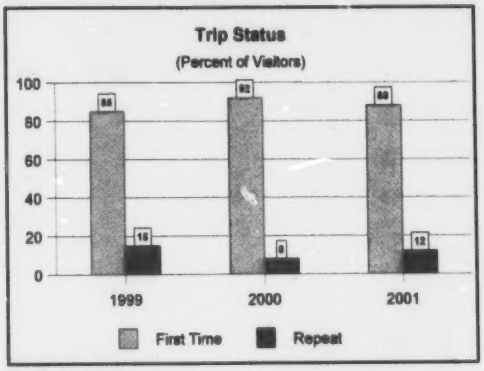
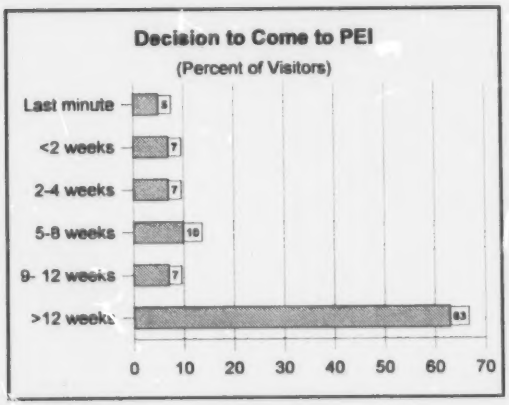


Exhibit 5

The majority (63%) of International pleasure visitors made their decision to come to PEI more than twelve weeks prior to their departure (Exhibit 6).

In 2001, International pleasure visitor party composition consisted of forty-seven percent single adult couples, twenty-four percent family with children less than18 years old, twenty-two percent groups and seven percent single travellers (Exhibit 7).



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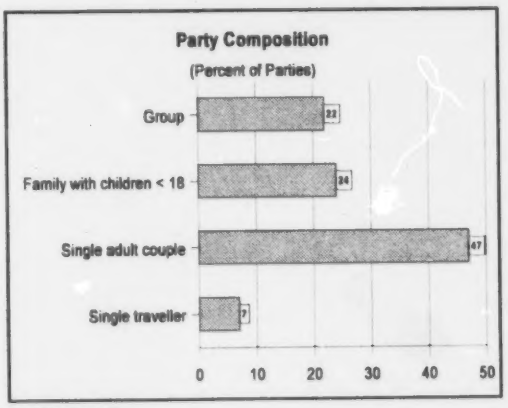


Exhibit 7

In 2001, a majority (71%) of pleasure visitors from International origins were over 40 years of age, with 47% working full time. A majority (70%) had annual household incomes greater than $50,000. International pleasure visitors spent an average of 4.9 nights in Prince Edward Island during their 2001 vacation (Exhibit 8).

International Pleasure Visitors Demographics
(Percent of Visitors)

Age	1999	2000	2001
<40 years	27%	16%	29%
40-59 years	55%	48%	48%
60+ years	18%	36%	23%
Work Status			
Full Time	57%	44%	47%
Retired	18%	43%	27%
Other	25%	13%	26%
Household Income			
<$35,000	11%	18%	9%
$35,000-$50,000	18%	21%	21%
>$50,000	71%	61%	70%
Average Length of Stay	6.6	4.3	4.9

Exhibit 8

The main overnight destinations for International pleasure visitors included: Charlottetown (48%), Cavendish (18%) and Southern Kings (6%) (Exhibit 9). The main types of accommodations frequented by International pleasure visitors in 2001 included: Hotel/Motel (47%), B&B/Inn (17%), Cottage/Cabin (12%), VFR (11%) and Campground/Trailer Park (9%) (Exhibit 10).

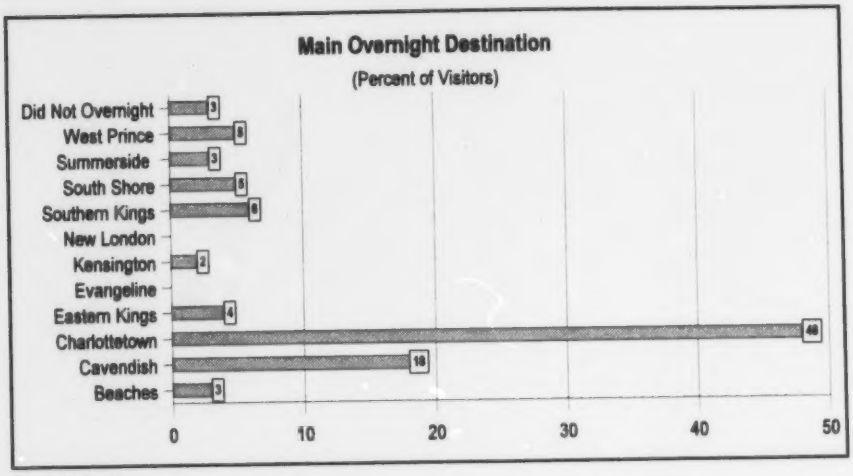


Exhibit 9

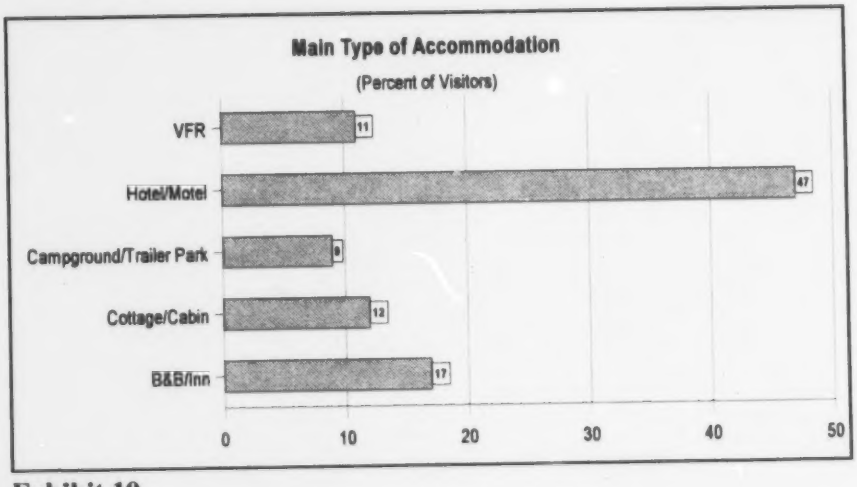


Exhibit 10

The top five activities enjoyed by International pleasure visitors during their 2001 vacation in Prince Edward Island included: sightseeing (91%), beach visits (82%), driving tour (80%), craft/souvenir shopping (77%) and visiting national parks (74%).

Part 6. Prince Edward Island's Tourism Regions

Section 1. Beaches Tourism Region

Section 2. Cavendish Tourism Region

Section 3. Charlottetown Tourism Region

Section 4. Eastern Kings Tourism Region

Section 5. Evangeline Tourism Region

Section 6. Kensington Tourism Region

Section 7. New London Tourism Region

Section 8. Southern Kings Tourism Region

Section 9. South Shore Tourism Region

Section 10. Summerside Tourism Region

Section 11. West Prince Tourism Region

Note: Due to the small sample sizes and resulting wide margins of error for some regions, readers should use this information with caution. Where possible, examining a three or four year trend may provide more useful insights into regional activity.

Section 1. Beaches Tourism Region

Visitor and economic impact information for this region is based on 209 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/- 6.77%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 6.9% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Beaches tourism region as their main overnight destination. Visitations to the Beaches tourism region showed an increase of 21% over the previous four-year average (Exhibit 1).

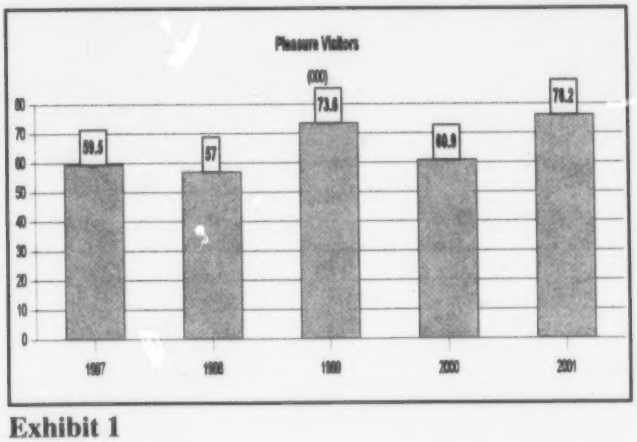


Exhibit 1

Maritime and Ontario origins accounted for almost 60% of the overnight pleasure visitors to the Beaches tourism region in 2001 followed by New England at 11% and Quebec at 8% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	3	1	3
Nova Scotia	25	27	20
New Brunswick	10	6	9
Quebec	8	8	8
Ontario	23	22	30
Other Canada	6	6	5
New England	7	10	11
Mid Atlantic	6	11	4
Other US	10	6	8
International	3	3	1

Exhibit 2

The main travel motives expressed by overnight visitors to the Beaches tourism region included: just to see PEI (32%), rest and relaxation (28%) and VFR (13%) (Exhibit 3). The majority (62%) of overnight visitors to the Beaches tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	32%
VFR	13%
Personal	8%
Rest, Relaxation	28%
Sightseeing, Touring	7%
Other	12%

Exhibit 3

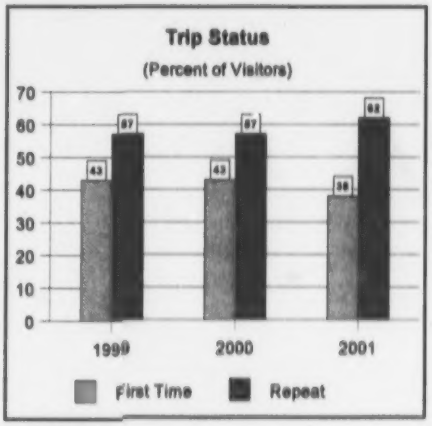


Exhibit 4

In 2001, 91% of overnight visitors to the Beaches tourism region stayed in paid accommodations and nine percent overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

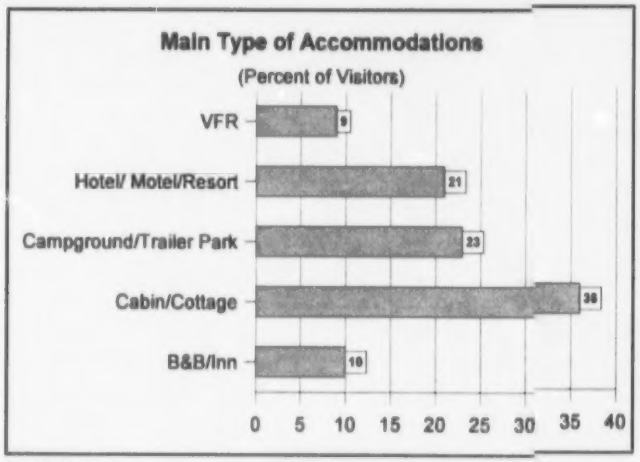


Exhibit 5

The majority (80%) of visitors who overnighted in the Beaches tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (20%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, families with children less than 18 years old accounted for 42% of overnight visitors to the Beaches tourism region, while single adult couples accounted for 35% of overnight visitors. Visitors travelling in groups accounted for 20% of visitors and single travellers accounted for the remaining 3% of overnight visitors (Exhibit 7).

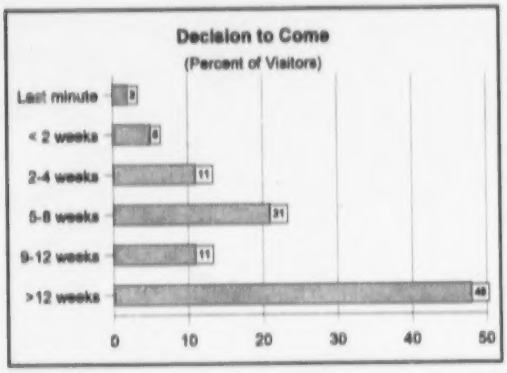


Exhibit 6

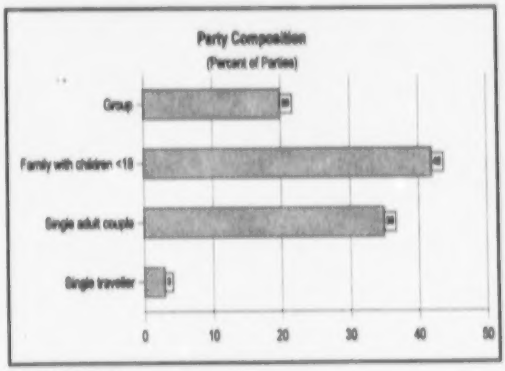


Exhibit 7

Average party expenditures for visitors who overnighted in the Beaches tourism region increased 11.4% from $933 in 2000 to $1039 in 2001 (Exhibit 8). In 2001, two expenditure items, accommodations and restaurant meals, accounted for 57% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Beaches tourism region was $24 million in 2001. *(Please note that all of these expenditures may not have occurred in the region.)*

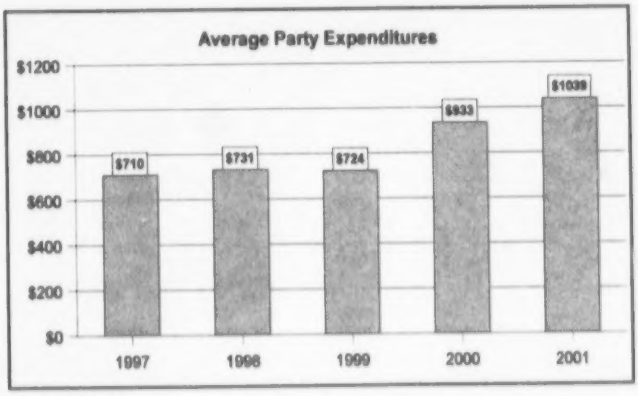


Exhibit 8

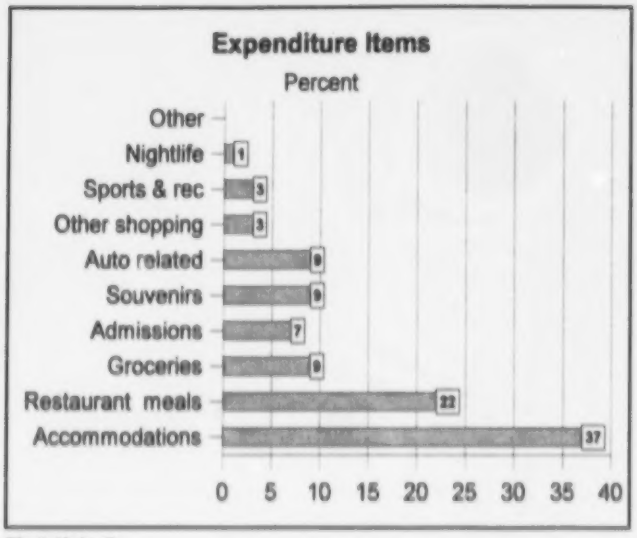


Exhibit 9

The majority (68%) of overnight visitors to the Beaches tourism region were over 40 years of age, seventy-four percent had annual household incomes over $50,000 and sixty-one percent worked full time. Overnight visitors to the Beaches tourism region spent an average of 6.1 nights in Prince Edward Island (Exhibit 10).

Beaches Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	31%	30%	34%	30%	32%
	40+ years	69%	70%	66%	70%	68%
Income	<$50,000	32%	29%	40%	30%	26%
	$50,000+	68%	71%	60%	70%	74%
Employment	Full Time	68%	67%	56%	58%	61%
	Retired	12%	19%	19%	20%	23%
	Other	20%	14%	25%	22%	16%
Nights in PEI		5.5	6.0	5.4	5.1	6.1

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Beaches tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Beaches Overnight Visitor Activities	
Activity	**Percent of Visitors**
Beach visits	84%
Sightseeing	84%
Souvenir shopping	74%
Visiting national parks	71%
Driving tour	58%
General merchandise shopping	55%
Lobster suppers	51%
Visiting historical/cultural attractions	49%
Canada's birthplace attractions	34%
Fun/Theme parks	31%

Exhibit 11

Section 2. Cavendish Tourism Region

Visitor and economic impact information for this region is based on 795 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-3.47%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 24.7% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Cavendish tourism region as their main overnight destination. Visitations to the Cavendish tourism region, although on part with last year, showed a decrease of 9% over the previous four-year average (Exhibit 1).

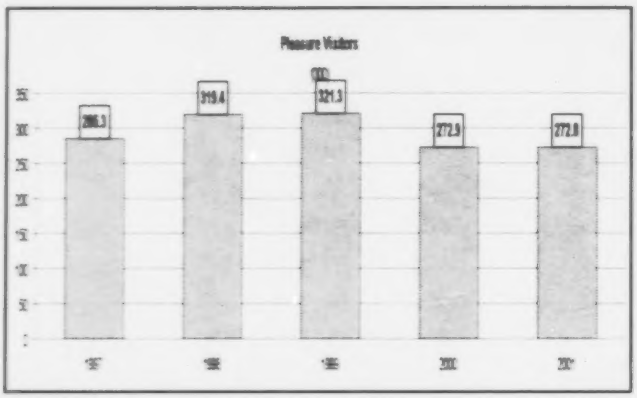


Exhibit 1

Maritime and Ontario origins accounted for 57% of overnight pleasure visitors to the Cavendish tourism region in 2001 followed by Quebec at 12% and New England at 8% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	5	4	4
Nova Scotia	21	18	22
New Brunswick	14	14	14
Quebec	12	9	12
Ontario	21	26	21
Other Canada	6	6	6
New England	7	8	8
Mid Atlantic	4	5	4
Other US	8	8	7
International	2	1	2

Exhibit 2

The main travel motives expressed by overnight visitors to the Cavendish tourism region included: just to see PEI (35%), rest and relaxation (25%) and VFR (9%) (Exhibit 3). The majority (59%) of overnight visitors to the Cavendish tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	35%
VFR	9%
Personal	5%
Rest, Relaxation	25%
Sightseeing, Touring	6%
Other	20%

Exhibit 3

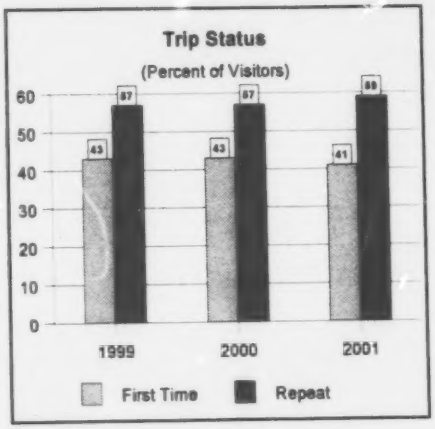


Exhibit 4

In 2001, 95% of overnight visitors to the Cavendish tourism region stayed in paid accommodations and 5% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

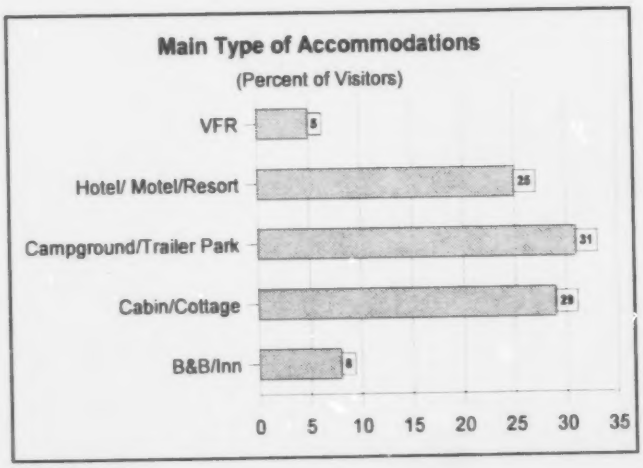


Exhibit 5

Forty-six percent of visitors who overnighted in the Cavendish tourism region made their decision to come to Prince Edward Island more than twelve weeks prior to their departure (Exhibit 6).

In 2001, families with children less than 18 years old accounted for 41% of overnight visitors to the Cavendish tourism region, while single adult couples accounted for 35% of overnight visitors. Visitors travelling in groups accounted for 22% of visitors and single travellers accounted for the remaining 2% of overnight visitors (Exhibit7).

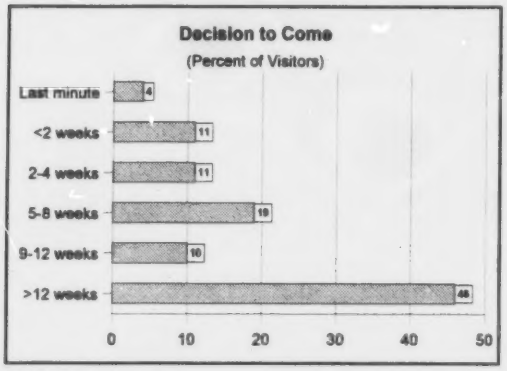


Exhibit 6

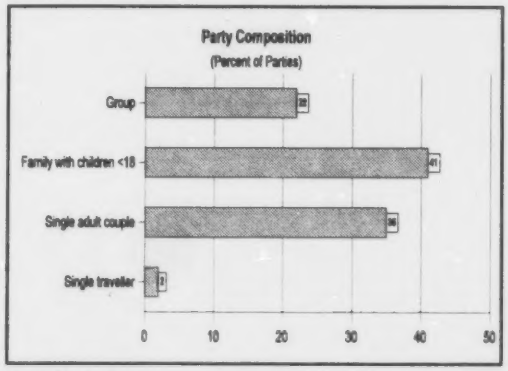


Exhibit 7

Average party expenditures for visitors who overnighted in the Cavendish tourism region increased 8.3% from $758 in 2000 to $821 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and auto related accounted for 65% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Cavendish tourism region was $65.7 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*

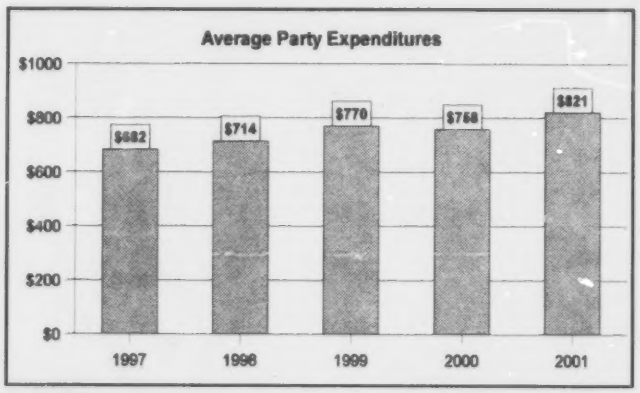


Exhibit 8

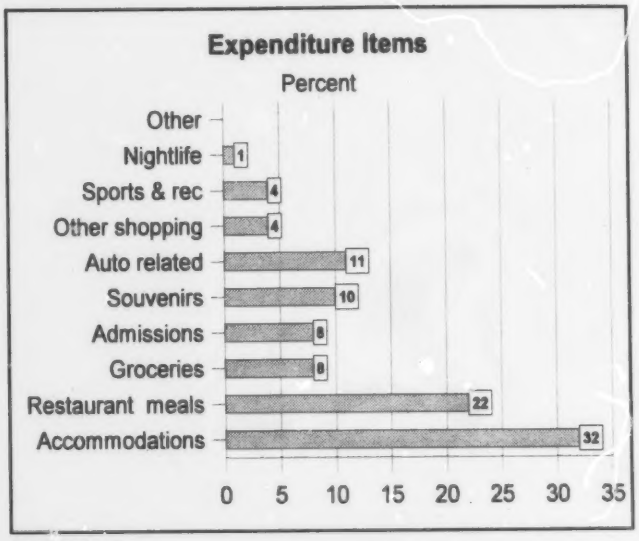


Exhibit 9

The majority (65%) of overnight visitors to the Cavendish tourism region were over 40 years of age, sixty-six percent had annual household incomes over $50,000 and sixty-six percent worked full time. Overnight visitors to the Cavendish tourism region spent an average of 4.2 nights in Prince Edward Island (Exhibit 10).

Cavendish Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	33%	38%	39%	33%	35%
	40+ years	67%	62%	61%	67%	65%
Income	<$50,000	40%	35%	41%	32%	33%
	$50,000+	60%	65%	59%	68%	66%
Employment	Full Time	65%	66%	59%	66%	66%
	Retired	17%	21%	20%	17%	20%
	Other	18%	13%	21%	17%	14%
Nights in PEI		4.3	4.2	4.1	4.2	4.2

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Cavendish tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Cavendish Overnight Visitor Activities	
Activity	**Percent of Visitors**
Beach visits	80%
Sightseeing	80%
Souvenir shopping	74%
Visiting national parks	67%
General merchandise shopping	58%
Visiting Anne attractions	52%
Driving tour	52%
Lobster suppers	49%
Visiting historical/cultural attractions	42%
Fun/Theme parks	38%

Exhibit 11

Section 3. Charlottetown Tourism Region

Visitor and economic impact information for this region is based on 911 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-3.24%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 29.3% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Charlottetown tourism region as their main overnight destination. Visitations to the Charlottetown tourism region showed a decrease of 5% over the previous four-year average (Exhibit 1).

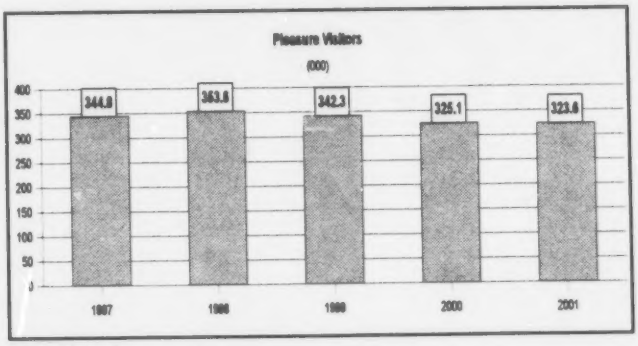


Exhibit 1

Maritime and Ontario origins accounted for 55% of the overnight pleasure visitors to the Charlottetown tourism region in 2001 followed by Other US at 12% and Other Canada at 9% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	2	4	3
Nova Scotia	19	17	20
New Brunswick	9	11	8
Quebec	6	7	5
Ontario	26	24	27
Other Canada	9	9	9
New England	6	7	6
Mid Atlantic	6	7	5
Other US	6	11	12
International	13	4	5

Exhibit 2

The main travel motives expressed by overnight visitors to the Charlottetown tourism region included: just to see PEI (30%), VFR (22%) and rest and relaxation (14%) (Exhibit 3). A slight majority (56%) of overnight visitors to the Charlottetown tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	30%
VFR	22%
Personal	9%
Rest, Relaxation	14%
Sightseeing, Touring	6%
Other	19%

Exhibit 3

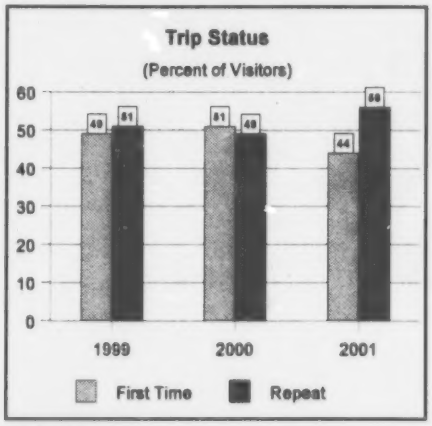


Exhibit 4

In 2001, 80% of overnight visitors to the Charlottetown tourism region stayed in paid accommodations, with the majority (55%) of these staying in the hotel/motel/resorts. Twenty percent overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

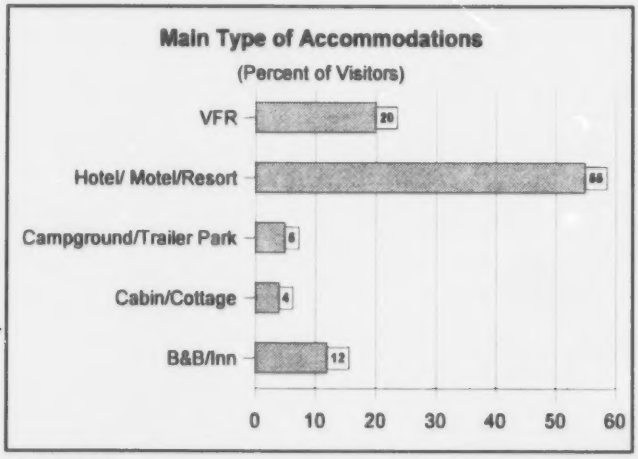


Exhibit 5

The majority (67%) of visitors who overnighted in the Charlottetown tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (33%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 51% of overnight visitors to the Charlottetown tourism region. Visitors travelling in groups accounted for 24% of visitors, while families with children less than 18 years old accounted for 17% of overnight visitors. Single travellers accounted for the remaining 8% of overnight visitors (Exhibit 7).

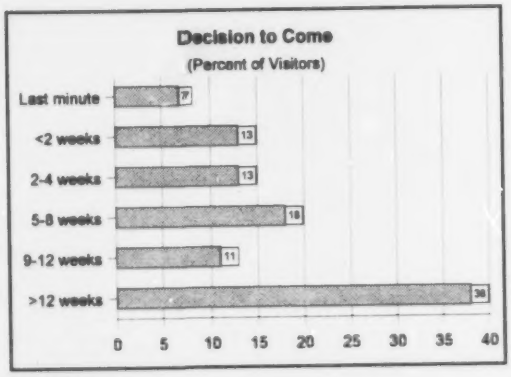


Exhibit 6

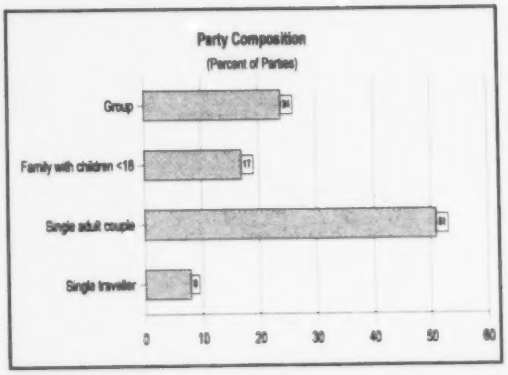


Exhibit 7

Average party expenditures for visitors who overnighted in the Charlottetown tourism region increased 4.5% from $711 in 2000 to $743 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and auto related accounted for 68% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Charlottetown tourism region was $89 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*

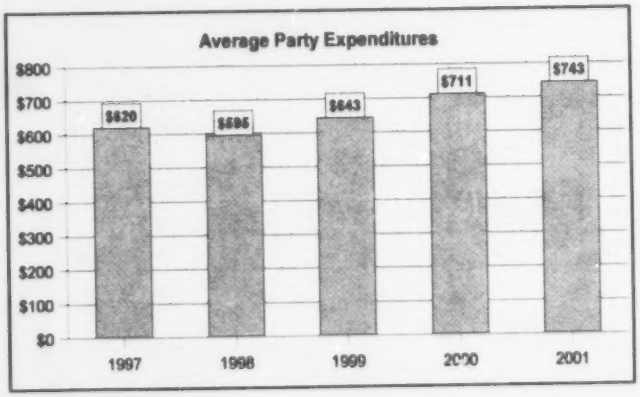


Exhibit 8

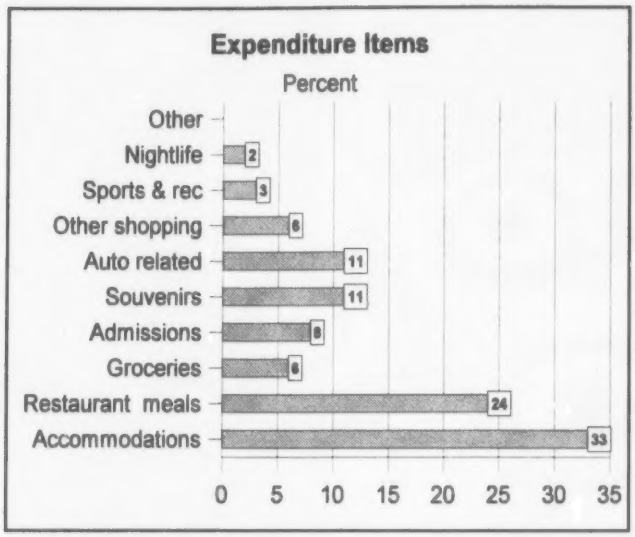


Exhibit 9

The majority (80%) of overnight visitors to the Charlottetown tourism region were over 40 years of age, sixty-six percent had annual household incomes over $50,000 and fifty-three percent worked full time. Overnight visitors to the Charlottetown tourism region spent an average of 4.1 nights in Prince Edward Island (Exhibit 10).

Charlottetown Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	24%	25%	25%	24%	20%
	40+ years	76%	75%	75%	76%	80%
Income	<$50,000	35%	28%	40%	33%	34%
	$50,000+	65%	72%	60%	67%	66%
Employment	Full Time	55%	56%	52%	56%	53%
	Retired	28%	26%	28%	23%	31%
	Other	17%	18%	20%	21%	16%
Nights in PEI		4.0	3.6	4.1	3.8	4.1

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Charlottetown tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Charlottetown Overnight Visitor Activities	
Activity	**Percent of Visitors**
Sightseeing	77%
Souvenir shopping	70%
Beach visits	61%
Driving tour	56%
General merchandise shopping	52%
Visiting national parks	50%
Visiting historical/cultural attractions	44%
Lobster suppers	43%
Visiting Anne attractions	42%
Canada's birthplace attractions	40%

Exhibit 11

Section 4. Eastern Kings Tourism Region

Visitor and economic impact information for this region is based on 163 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-7.66%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 5.2% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Eastern Kings tourism region as their main overnight destination. Visitations to the Eastern Kings tourism region showed an increase of 9.5% over the previous four-year average (Exhibit 1).

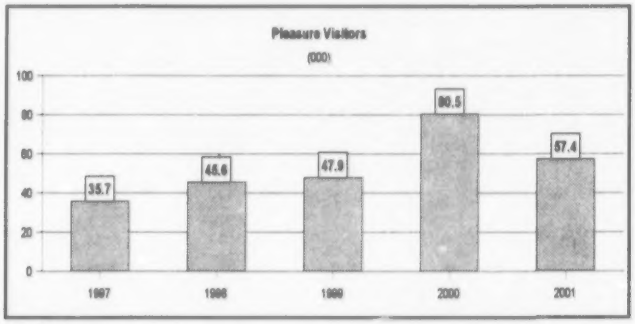


Exhibit 1

Maritime and Ontario origins accounted for 54% of the overnight pleasure visitors to the Eastern Kings tourism region in 2001 followed by Quebec and New England at 10% each (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	1	2	1
Nova Scotia	27	25	18
New Brunswick	2	12	7
Quebec	13	8	10
Ontario	26	23	29
Other Canada	3	6	9
New England	15	11	10
Mid Atlantic	4	6	6
Other US	5	6	6
International	6	2	2

Exhibit 2

The main travel motives expressed by overnight visitors to the Eastern Kings tourism region included: just to see PEI (30%), VFR (27%) and rest and relaxation (21%) (Exhibit 3). The majority (69%) of overnight visitors to the Eastern Kings tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	17%
VFR	27%
Personal	7%
Rest, Relaxation	21%
Sightseeing, Touring	6%
Other	21%

Exhibit 3

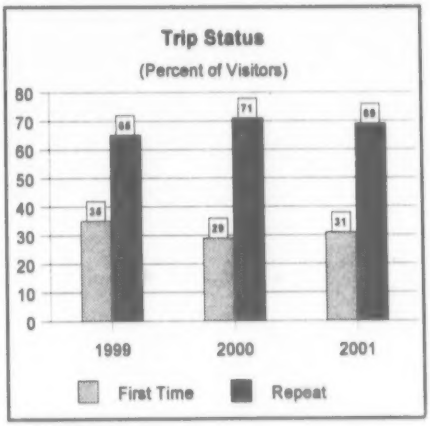


Exhibit 4

In 2001, 71% of overnight visitors to the Eastern Kings tourism region stayed in paid accommodations and 29% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

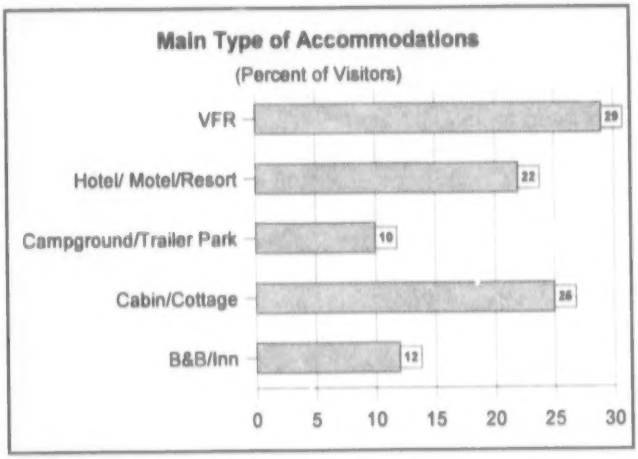


Exhibit 5

The majority (74%) of visitors who overnighted in the Eastern Kings tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure, of which 49% made their decision to come more than 12 weeks prior to their departure. The remaining visitors (26%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 41% of overnight visitors to the Eastern Kings tourism region, while families with children less than 18 years old accounted for 27% of overnight visitors. Visitors travelling in groups accounted for 23% of visitors and single travellers accounted for the remaining 10% of overnight visitors (Exhibit7).

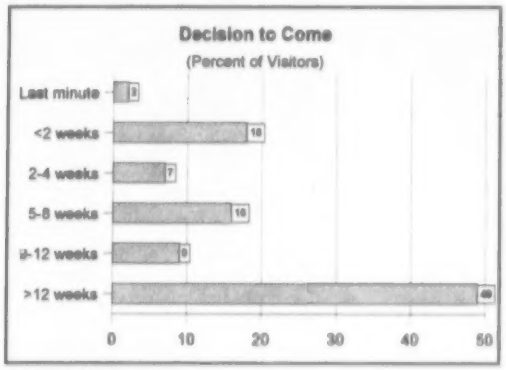


Exhibit 6

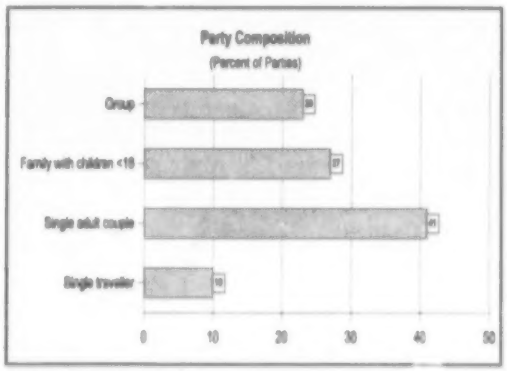
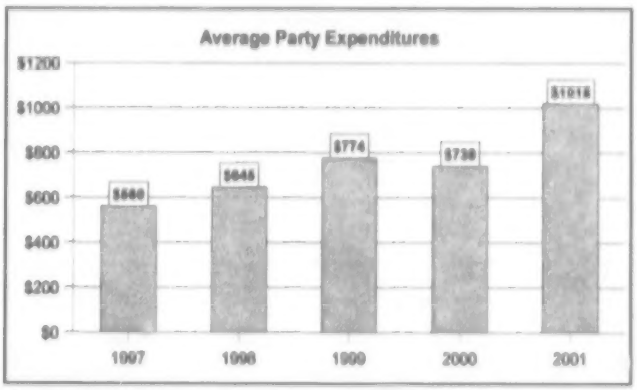


Exhibit 7

Average party expenditures for visitors who overnighted in the Eastern Kings tourism region increased 38% from $739 in 2000 to $1018 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and auto related accounted for 65% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Eastern Kings tourism region was $20.9 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*



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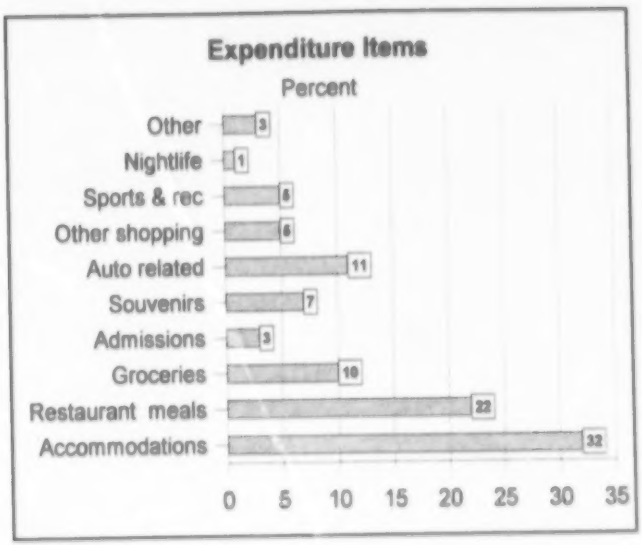


Exhibit 9

The majority (78%) of overnight visitors to the Eastern Kings tourism region were over 40 years of age, seventy-seven percent had annual household incomes over $50,000 and sixty-nine percent worked full time. Overnight visitors to the Eastern Kings tourism region spent an average of 6.7 nights in Prince Edward Island (Exhibit 10).

Eastern Kings Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	32%	23%	34%	25%	22%
	40+ years	68%	77%	66%	75%	78%
Income	<$50,000	35%	35%	37%	26%	23%
	$50,000+	65%	65%	63%	74%	77%
Employment	Full Time	68%	67%	60%	60%	69%
	Retired	16%	18%	24%	23%	21%
	Other	16%	15%	16%	17%	10%
Nights in PEI		5.3	6.5	6.3	5.0	6.7

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Eastern Kings tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Eastern Kings Overnight Visitor Activities	
Activity	**Percent of Visitors**
Beach visits	83%
Sightseeing	75%
Souvenir shopping	65%
Driving tour	61%
Visiting friends/relatives	57%
General merchandise shopping	55%
Visiting national parks	47%
Lobster suppers	45%
Visiting historical/cultural attractions	43%
Golf	39%

Exhibit 11

Section 5. Evangeline Tourism Region

Visitor and economic impact information for this region is based on 28 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-18.49%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 0.9% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Evangeline tourism region as their main overnight destination. Visitations to the Evangeline tourism region showed a decrease of 39% over the previous four-year average (Exhibit 1).

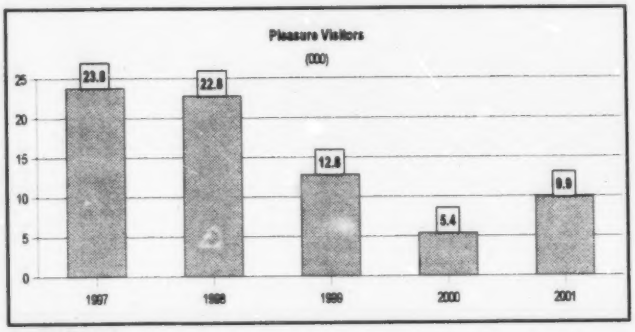


Exhibit 1

Maritime and Ontario origins accounted for 67% of the overnight pleasure visitors to the Evangeline tourism region in 2001 followed by Quebec and New England at 10% each (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland			2
Nova Scotia	7		13
New Brunswick	18	22	32
Quebec	15	7	10
Ontario	26	40	22
Other Canada	15		3
New England	4	13	10
Mid Atlantic		2	2
Other US	15	7	6
International			

Exhibit 2

The main travel motives expressed by overnight visitors to the Evangeline tourism region included: VFR (23%), just to see PEI (22%) and combining business and pleasure (22%) (Exhibit 3). The majority (80%) of overnight visitors to the Evangeline tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	22%
VFR	23%
Personal	12%
Rest, Relaxation	6%
Combine business/pleasure	22%
Other	15%

Exhibit 3

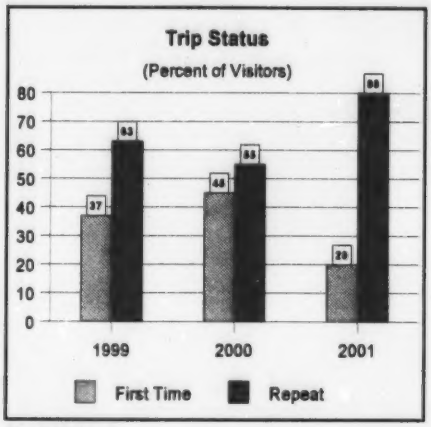


Exhibit 4

In 2001, 64% of overnight visitors to the Evangeline tourism region stayed in paid accommodations and 36% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

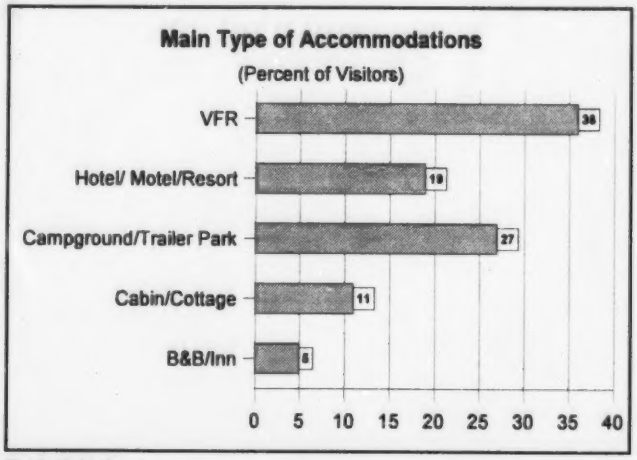


Exhibit 5

The majority (77%) of visitors who overnighted in the Evangeline tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (23%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, families with children less than 18 years old accounted for 50% of overnight visitors, while single adult couples accounted for 28% of overnight visitors to the Evangeline tourism region. Visitors travelling in groups accounted for the remaining 23% of visitors (Exhibit 7).

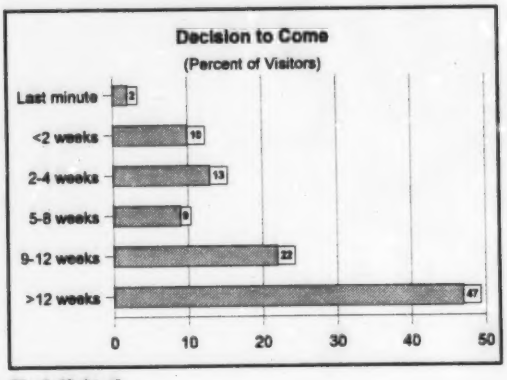


Exhibit 6

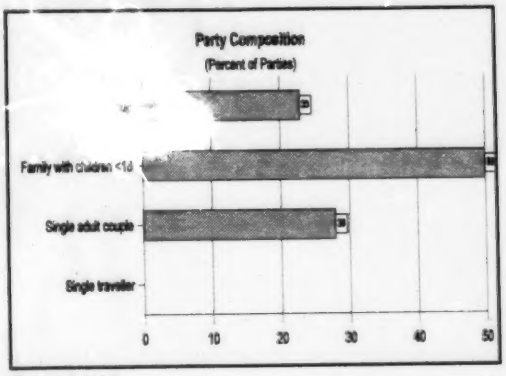


Exhibit 7

Average party expenditures for visitors who overnighted in the Evangeline tourism region decreased 13% from $961 in 2000 to $838 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and souvenirs accounted for 65% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Evangeline tourism region was $2.4 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*

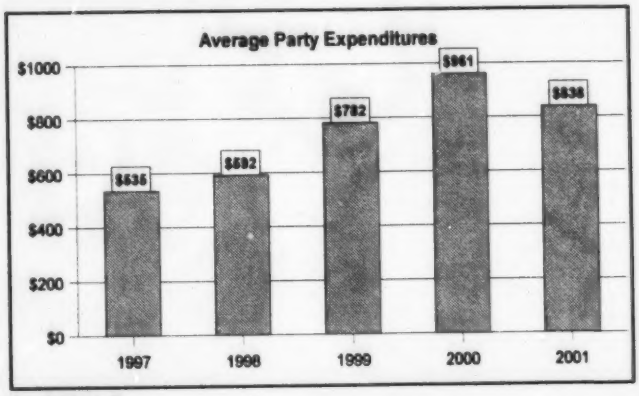


Exhibit 8

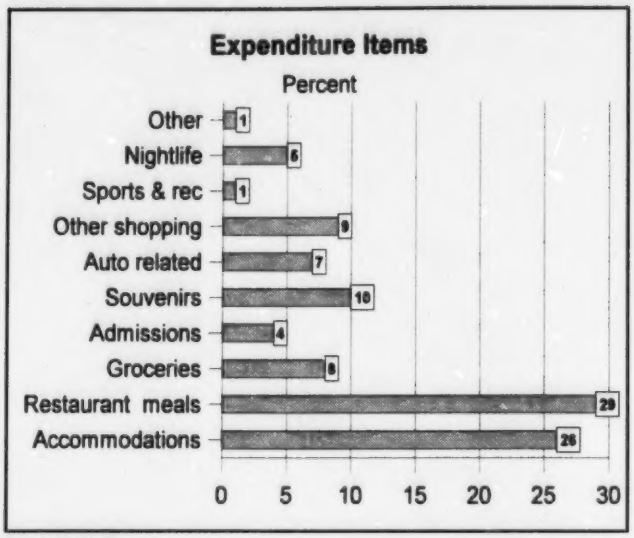


Exhibit 9

The majority (62%) of overnight visitors to the Evangeline tourism region were over 40 years of age, sixty-two percent had annual household incomes less than $50,000 and fifty-eight percent worked full time. Overnight visitors to the Evangeline tourism region spent an average of 5.1 nights in Prince Edward Island (Exhibit 10).

Evangeline Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	20%	29%	40%	43%	28%
	40+ years	80%	71%	60%	57%	62%
Income	<$50,000	20%	53%	30%	9%	62%
	$50,000+	80%	47%	70%	91%	28%
Employment	Full Time	59%	57%	67%	46%	58%
	Retired	27%	24%	15%	30%	26%
	Other	14%	19%	18%	24%	16%
Nights in PEI		4.5	4.6	7.0	5.2	5.1

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Evangeline tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Evangeline Overnight Visitor Activities	
Activity	**Percent of Visitors**
Beach visits	81%
Acadian culture	79%
Sightseeing	73%
Souvenir shopping	69%
Visiting friends/relatives	63%
General merchandise shopping	61%
Lobster suppers	45%
Visiting historical/cultural attractions	44%
Festival/event	41%
Driving tour	37%

Exhibit 11

Section 6. Kensington Tourism Region

Visitor and economic impact information for this region is based on 135 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/- 8.42%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 4.3% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Kensington tourism region as their main overnight destination. Visitations to the Kensington tourism region showed an increase of 35% over the previous four-year average (Exhibit 1).

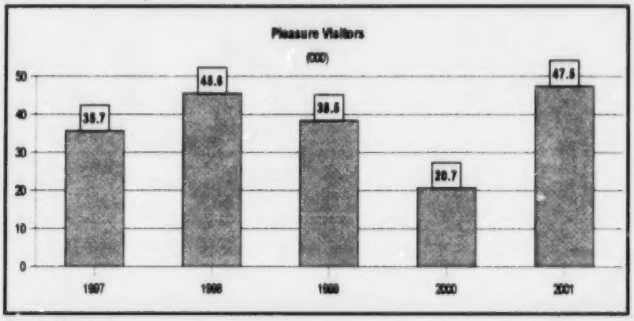


Exhibit 1

Maritime and Ontario origins accounted for 58% of the overnight pleasure visitors to the Kensington tourism region in 2001 followed by Other Canada at 13% and New England at 10% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	4	4	1
Nova Scotia	15	21	25
New Brunswick	21	24	15
Quebec	4	2	8
Ontario	29	15	18
Other Canada	7	13	13
New England	6	13	10
Mid Atlantic	2	2	4
Other US	8	7	5
International	4	2	1

Exhibit 2

The main travel motives expressed by overnight visitors to the Kensington tourism region included: VFR (31%), just to see PEI (19%) and rest and relaxation (18%) (Exhibit 3). The majority (78%) of overnight visitors to the Kensington tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	19%
VFR	31%
Personal	9%
Rest, Relaxation	18%
Sightseeing, Touring	5%
Other	18%

Exhibit 3

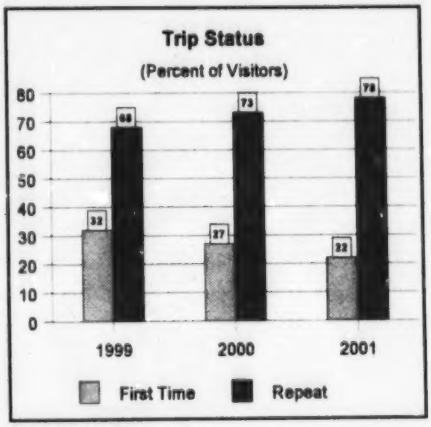


Exhibit 4

In 2001, 67% of overnight visitors to the Kensington tourism region stayed in paid accommodations and 33% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

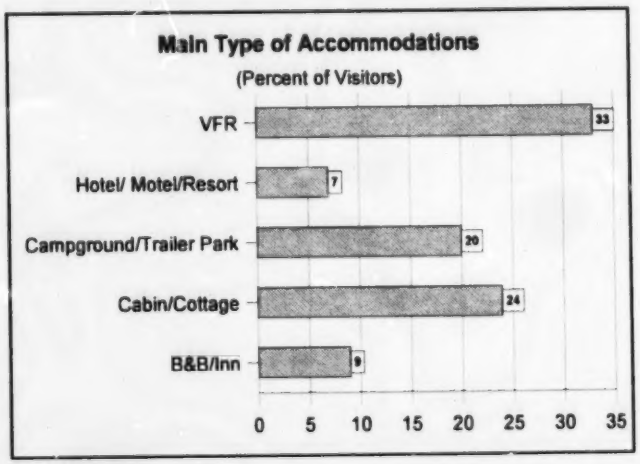


Exhibit 5

The majority (70%) of visitors who overnighted in the Kensington tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (30%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 34% of overnight visitors to the Kensington tourism region, while families with children less than 18 years old accounted for 30% of overnight visitors. Visitors travelling in groups accounted for 28% of visitors and single travellers accounted for the remaining 8% of overnight visitors (Exhibit 7).

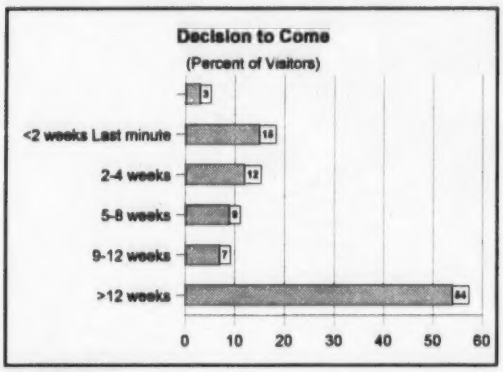


Exhibit 6

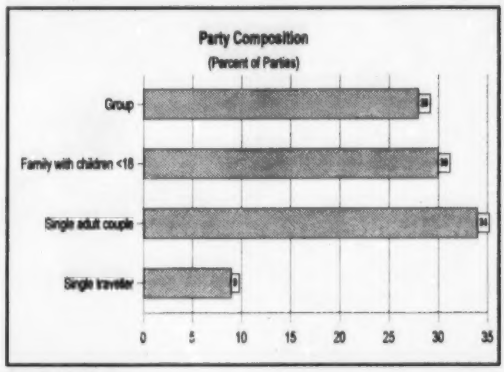
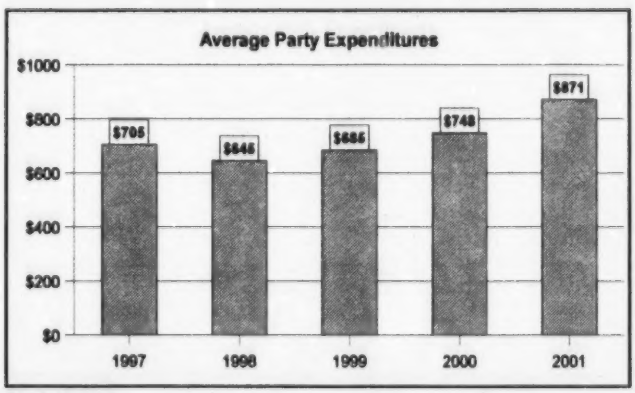


Exhibit 7

Average party expenditures for visitors who overnighted in the Kensington tourism region increased 16% from $748 in 2000 to $871 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and auto related accounted for 61% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Kensington tourism region was $11.5 million in 2001. *(Please note that all of these expenditures may not have occurred in the region.)*



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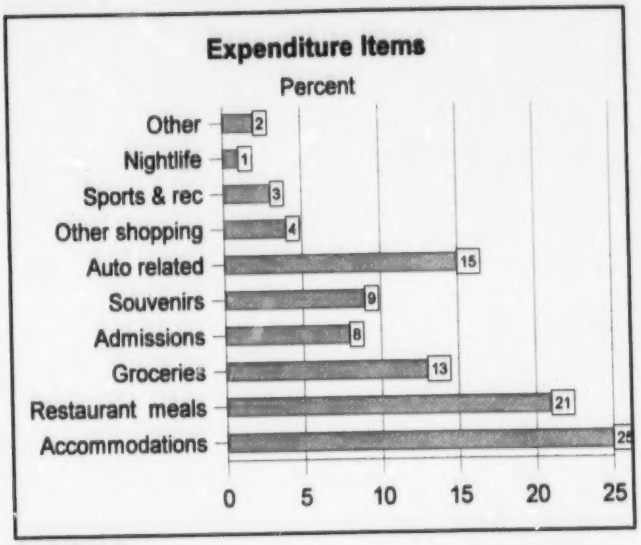


Exhibit 9

The majority (76%) of overnight visitors to the Kensington tourism region were over 40 years of age, sixty-nine percent had annual household incomes over $50,000 and fifty-four percent worked full time. Overnight visitors to the Kensington tourism region spent an average of 7.6 nights in Prince Edward Island (Exhibit 10).

Kensington Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	33%	26%	40%	29%	24%
	40+ years	67%	74%	60%	71%	76%
Income	<$50,000	51%	33%	41%	36%	31%
	$50,000+	49%	67%	59%	64%	69%
Employment	Full Time	53%	47%	65%	50%	54%
	Retired	25%	31%	22%	30%	33%
	Other	22%	22%	13%	20%	13%
Nights in PEI		6.3	5.3	4.8	5.3	7.6

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Kensington tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Kensington Overnight Visitor Activities	
Activity	**Percent of Visitors**
Sightseeing	79%
Beach visits	78%
Souvenir shopping	70%
General merchandise shopping	66%
Visiting friends/relatives	59%
Driving tour	56%
Lobster suppers	44%
Visiting national parks	44%
Visiting historical/cultural attractions	42%
Visiting Anne attractions	41%

Exhibit 11

Section 7. New London Tourism Region

Visitor and economic impact information for this region is based on 14 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-26.16%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 0.4% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the New London tourism region as their main overnight destination. Visitations to the New London tourism region showed a decrease of 75% over the previous four-year average (Exhibit 1).

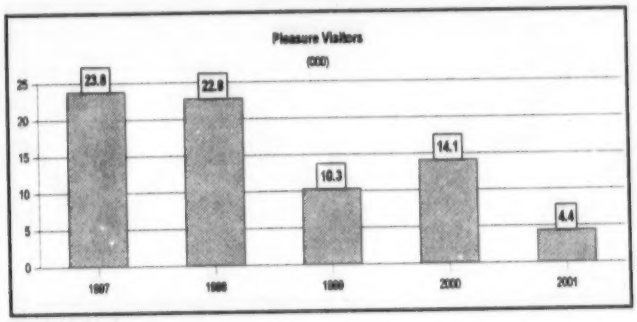


Exhibit 1

Maritime and Quebec origins accounted for 67% of the overnight pleasure visitors to the New London tourism region in 2001 followed by Other Canada at 12% and New England at 10% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland		5	5
Nova Scotia	24	36	40
New Brunswick	14	8	7
Quebec	5		20
Ontario	33	7	
Other Canada	5	7	12
New England	14	16	10
Mid Atlantic	5	5	
Other US		6	7
International		2	

Exhibit 2

The main travel motives expressed by overnight visitors to the New London tourism region included: VFR (29%), just to see PEI (23%) and combine business and pleasure (19%) (Exhibit 3). The majority (73%) of overnight visitors to the New London tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	23%
VFR	29%
Combine business/pleasure	19%
Rest, Relaxation	12%
Confederation Trail	5%
Other	13%

Exhibit 3

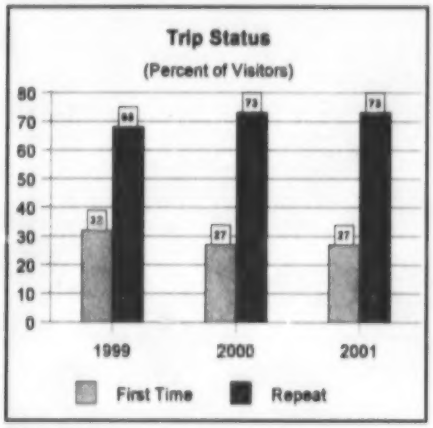


Exhibit 4

In 2001, 95% of overnight visitors to the New London tourism region stayed in paid accommodations and 5% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

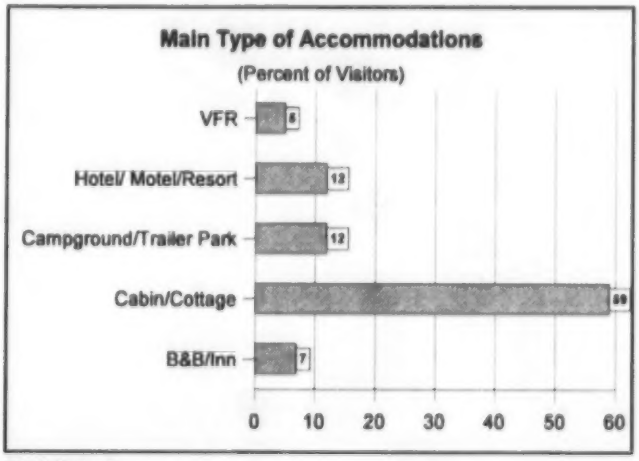
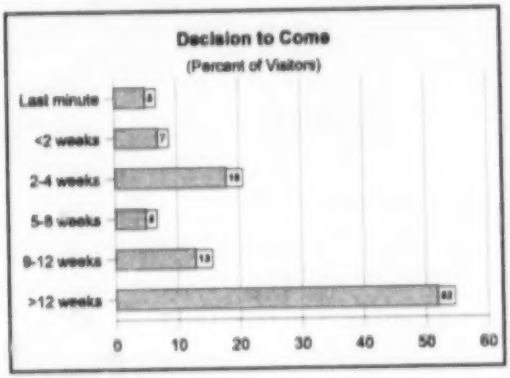


Exhibit 5

The majority (70%) of visitors who overnighted in the New London tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (30%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, families with children less than 18 years old accounted for 40% of overnight visitors to the New London tourism region, single adult couples accounted for 30% of overnight visitors and visitors travelling in groups accounted for 30% of visitors (Exhibit7).



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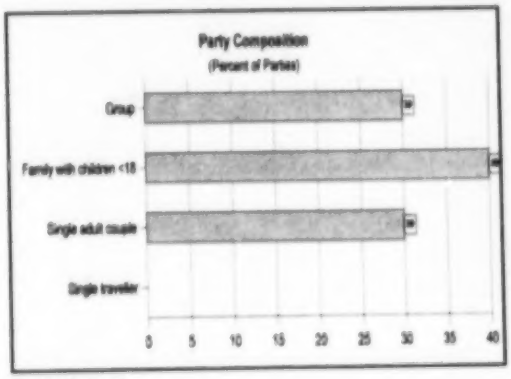
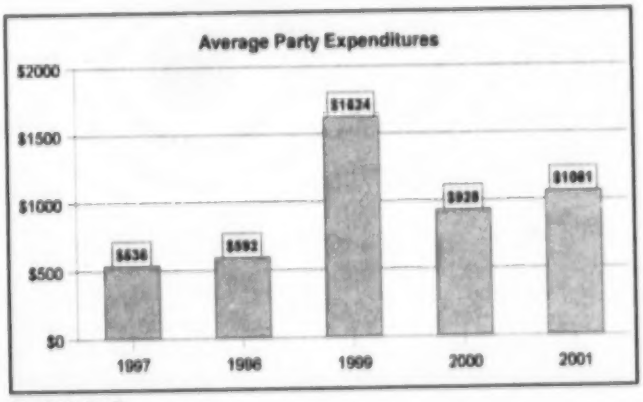


Exhibit 7

Average party expenditures for visitors who overnighted in the New London tourism region increased 14% from $928 in 2000 to $1061 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and souvenirs accounted for 70% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the New London tourism region was $1.2 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*



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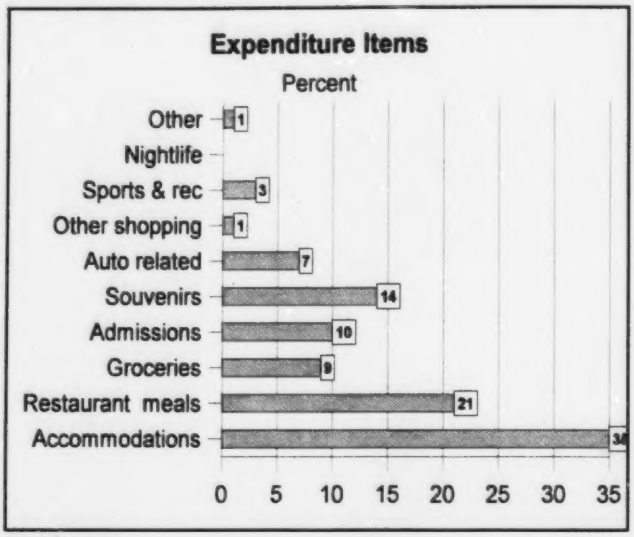


Exhibit 9

The majority (70%) of overnight visitors to the New London tourism region were over 40 years of age, sixty-seven percent had annual household incomes over $50,000 and fifty-two percent worked full time. Overnight visitors to the New London tourism region spent an average of 7.1 nights in Prince Edward Island (Exhibit 10).

New London Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	33%	26%	29%	41%	30%
	40+ years	67%	74%	71%	59%	70%
Income	<$50,000	21%	41%	34%	29%	33%
	$50,000+	79%	59%	66%	71%	67%
Employment	Full Time	53%	47%	65%	63%	52%
	Retired	21%	20%	14%	10%	30%
	Other	26%	33%	21%	27%	18%
Nights in PEI		6.2	7.5	5.3	5.4	7.1

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the New London tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

New London Overnight Visitor Activities	
Activity	**Percent of Visitors**
Souvenir shopping	77%
Beach visits	75%
Sightseeing	69%
Lobster suppers	61%
Driving tour	46%
Festival/event	44%
Bird watching	40%
Canada's birthplace attractions	39%
Visiting historical/cultural attractions	39%
Visiting Anne attractions	36%

Exhibit 11

Section 8. Southern Kings Tourism Region

Visitor and economic impact information for this region is based on 213 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-6.70%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 7.6% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Southern Kings tourism region as their main overnight destination. Visitations to the Southern Kings tourism region showed an increase of 43% over the previous four-year average (Exhibit 1).

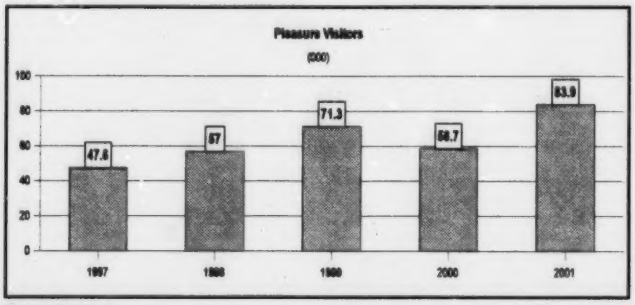


Exhibit 1

Maritime and Quebec origins accounted for 67% of the overnight pleasure visitors to the Southern Kings tourism region in 2001 followed by New England at 8% and Quebec at 6% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	3	4	3
Nova Scotia	27	19	37
New Brunswick	4	9	7
Quebec	7	7	6
Ontario	33	24	23
Other Canada	5	11	4
New England	7	12	8
Mid Atlantic	4	6	4
Other US	8	6	5
International	2	2	2

Exhibit 2

The main travel motives expressed by overnight visitors to the Southern Kings tourism region included: VFR (28%), just to see PEI (17%) and rest and relaxation (13%) (Exhibit 3). The majority (75%) of overnight visitors to the Southern Kings tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	17%
VFR	28%
Personal	7%
Rest, Relaxation	13%
Golf	11%
Other	24%

Exhibit 3

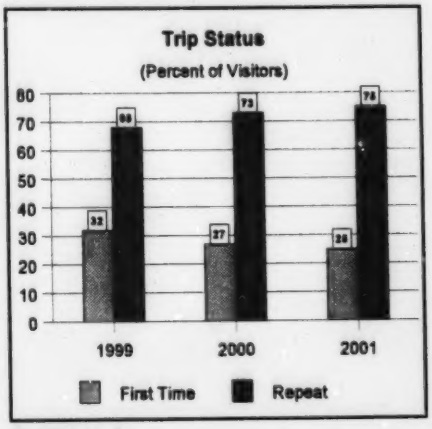


Exhibit 4

In 2001, 78% of overnight visitors to the Southern Kings tourism region stayed in paid accommodations and 22% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

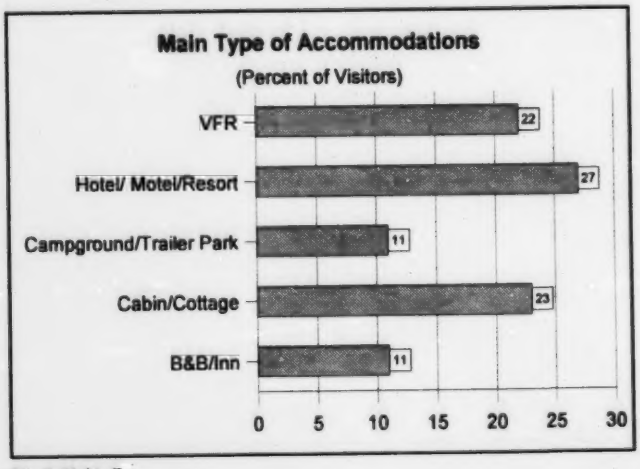


Exhibit 5

The majority (68%) of visitors who overnighted in the Southern Kings tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (32%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 43% of overnight visitors to the Southern Kings tourism region and visitors travelling in groups accounted for 27% of visitors. While families with children less than 18 years old accounted for 24% of overnight visitors and single travellers accounted for the remaining 5% (Exhibit7).

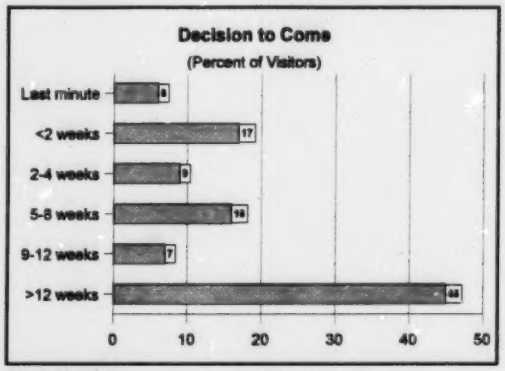


Exhibit 6

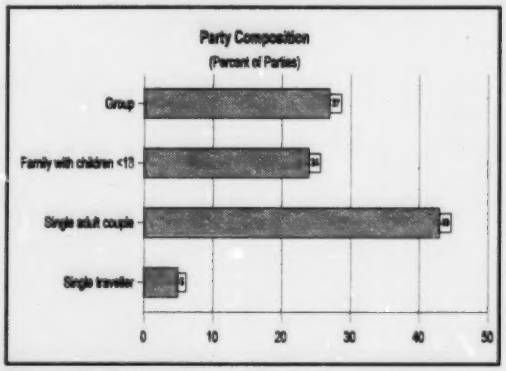
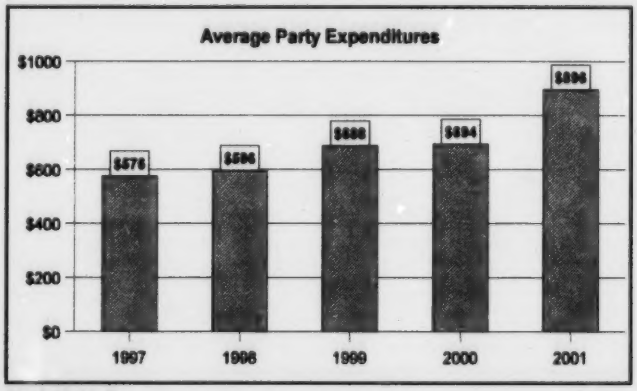


Exhibit 7

Average party expenditures for visitors who overnighted in the Southern Kings tourism region increased 29% from $694 in 2000 to $896 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and groceries and liquor accounted for 68% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Southern Kings tourism region was $25.1 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*



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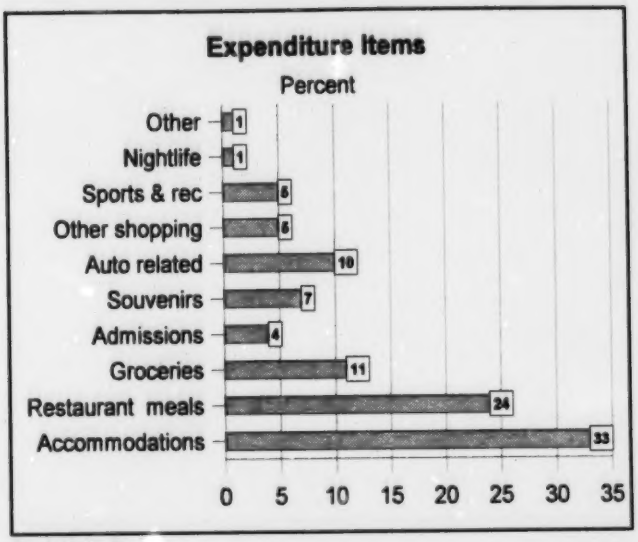


Exhibit 9

The majority (80%) of overnight visitors to the Southern Kings tourism region were over 40 years of age, sixty-nine percent had annual household incomes over $50,000 and fifty-three percent worked full time. Overnight visitors to the Southern Kings tourism region spent an average of 5.4 nights in Prince Edward Island (Exhibit 10).

Southern Kings Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	28%	27%	29%	25%	20%
	40+ years	72%	73%	71%	75%	80%
Income	<$50,000	40%	28%	35%	38%	31%
	$50,000+	60%	72%	65%	62%	69%
Employment	Full Time	57%	60%	55%	58%	53%
	Retired	27%	27%	18%	22%	28%
	Other	16%	13%	27%	20%	19%
Nights in PEI		5.0	4.5	5.4	4.3	5.4

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Southern Kings tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Southern Kings Overnight Visitor Activities	
Activity	**Percent of Visitors**
Sightseeing	69%
Souvenir shopping	61%
Beach visits	58%
Driving tour	49%
Visiting friends/relatives	47%
Lobster suppers	42%
General merchandise shopping	40%
Visiting historical/cultural attractions	35%
Visiting national parks	33%
Festival/event	28%

Exhibit 11

Section 9. South Shore Tourism Region

Visitor and economic impact information for this region is based on 107 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-9.46%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 3.6% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the South Shore tourism region as their main overnight destination. Visitations to the South Shore tourism region showed a decrease of 23% over the previous four-year average (Exhibit 1).

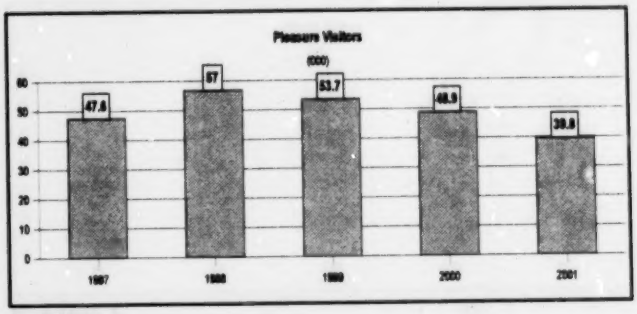


Exhibit 1

Maritime and Ontario origins accounted for 59% of the overnight pleasure visitors to the South Shore tourism region in 2001 followed by Other US at 9% and Quebec, Other Canada and New England all at 8% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	3		1
Nova Scotia	21	21	22
New Brunswick	9	13	10
Quebec	3	4	8
Ontario	29	31	27
Other Canada	8	7	8
New England	9	10	8
Mid Atlantic	3	4	2
Other US	12	7	9
International	3	1	5

Exhibit 2

The main travel motives expressed by overnight visitors to the South Shore tourism region included: VFR (34%), just to see PEI (26%) and rest and relaxation and personal at (10%) (Exhibit 3). The majority (64%) of overnight visitors to the South Shore tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	26%
VFR	34%
Personal	10%
Rest, Relaxation	10%
Sightseeing	5%
Other	15%

Exhibit 3

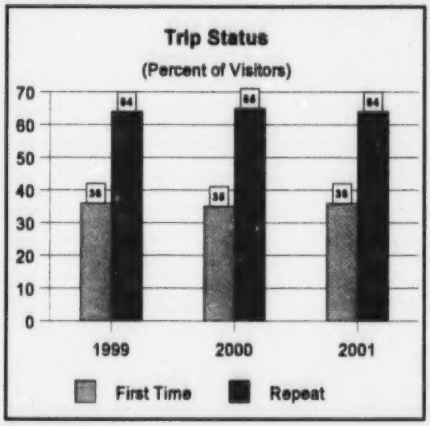


Exhibit 4

In 2001, 72% of overnight visitors to the South Shore tourism region stayed in paid accommodations and 28% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

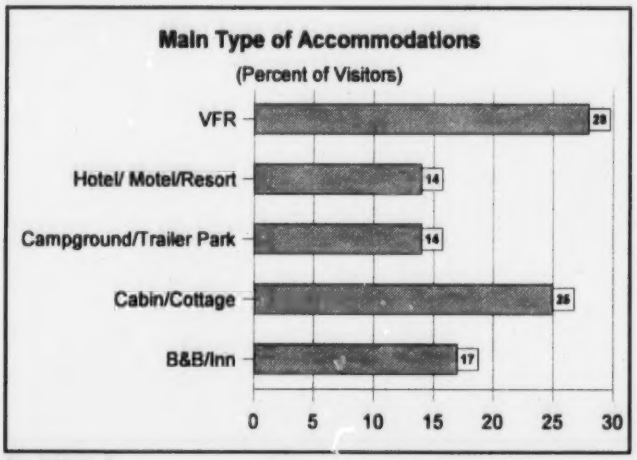


Exhibit 5

The majority (72%) of visitors who overnighted in the South Shore tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (28%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 38% of overnight visitors to the South Shore tourism region and families with children less than 18 years old accounted for 25% of overnight visitors. While visitors travelling in groups accounted for 24% of visitors and single travellers accounted for the remaining 13% (Exhibit7).

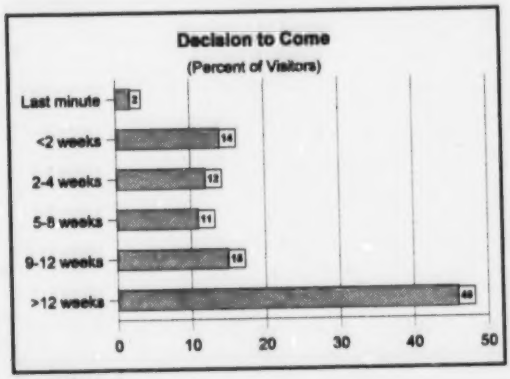


Exhibit 6

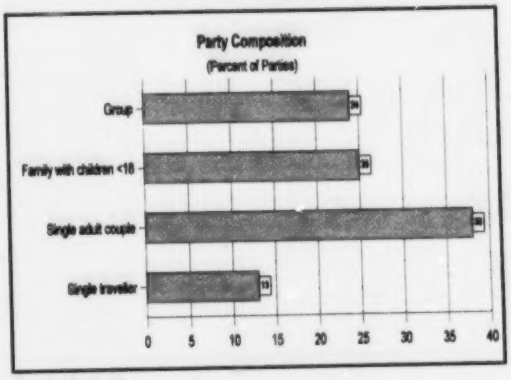
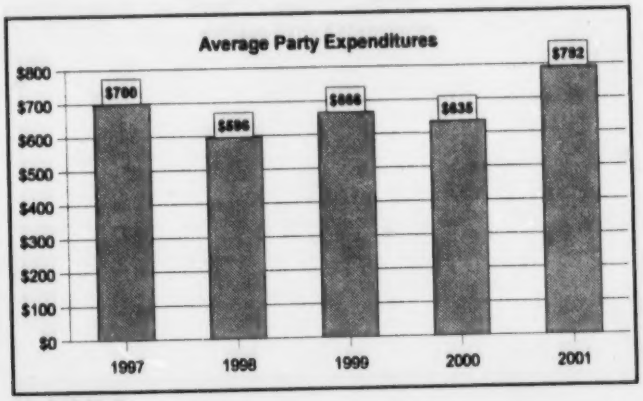


Exhibit 7

Average party expenditures for visitors who overnighted in the South Shore tourism region increased 25% from $635 in 2000 to $792 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and groceries and liquor accounted for 64% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the South Shore tourism region was $11.3 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*



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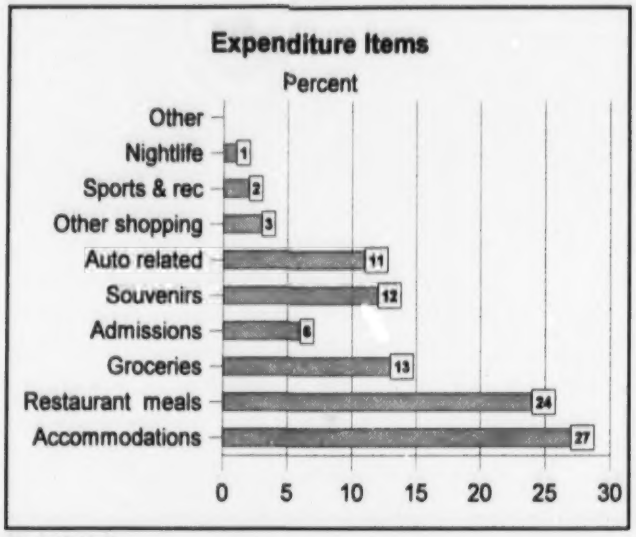


Exhibit 9

The majority (70%) of overnight visitors to the South Shore tourism region were over 40 years of age, sixty-one percent had annual household incomes over $50,000 and fifty-four percent worked full time. Overnight visitors to the South Shore tourism region spent an average of 7.0 nights in Prince Edward Island (Exhibit 10).

South Shore Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	25%	19%	31%	20%	30%
	40+ years	75%	81%	69%	80%	70%
Income	<$50,000	39%	46%	35%	42%	39%
	$50,000+	61%	54%	65%	58%	61%
Employment	Full Time	54%	48%	44%	56%	54%
	Retired	28%	34%	28%	22%	27%
	Other	18%	18%	28%	22%	19%
Nights in PEI		6.1	5.6	5.4	4.6	7.0

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the South Shore tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

South Shore Overnight Visitor Activities	
Activity	**Percent of Visitors**
Souvenir shopping	73%
Beach visits	72%
Sightseeing	72%
General merchandise shopping	55%
Visiting national parks	54%
Lobster suppers	52%
Visiting historical/cultural attractions	51%
Visiting Anne attractions	45%
Visiting friends/relatives	45%
Driving tour	49%

Exhibit 11

Section 10. Summerside Tourism Region

Visitor and economic impact information for this region is based on 253 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-6.15%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 8.1% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the Summerside tourism region as their main overnight destination. Visitations to the Summerside tourism region showed a decrease of 3% from last year, and a decrease of 18% over the previous four-year average (Exhibit 1).

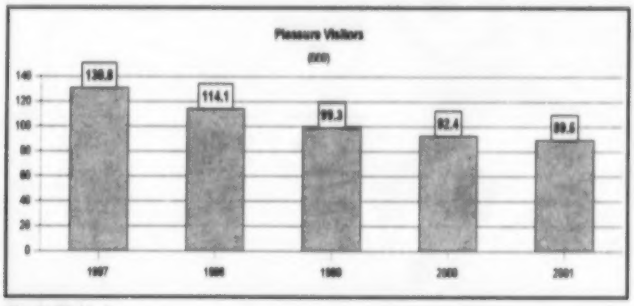


Exhibit 1

Maritime and Ontario origins accounted for 59% of the overnight pleasure visitors to the Summerside tourism region in 2001 followed by Other Canada at 10% and New England at 9% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	2	2	3
Nova Scotia	26	24	20
New Brunswick	9	8	14
Quebec	8	6	7
Ontario	28	30	25
Other Canada	9	10	10
New England	8	11	9
Mid Atlantic	3	3	5
Other US	6	6	7
International	1		1

Exhibit 2

The main travel motives expressed by overnight visitors to the Summerside tourism region included: just to see PEI (31%), VFR (24%) and rest and relaxation (12%) (Exhibit 3). A slight majority (57%) of overnight visitors to the Summerside tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	31%
VFR	24%
Personal	9%
Rest, Relaxation	12%
Sightseeing	5%
Other	19%

Exhibit 3

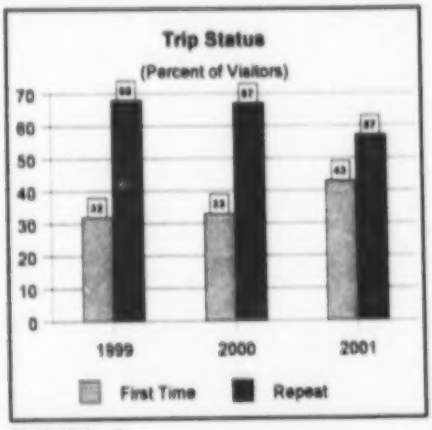


Exhibit 4

In 2001, 77% of overnight visitors to the Summerside tourism region stayed in paid accommodations, of which 40% stayed in the hotel/motel/resorts. Twenty-three percent overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

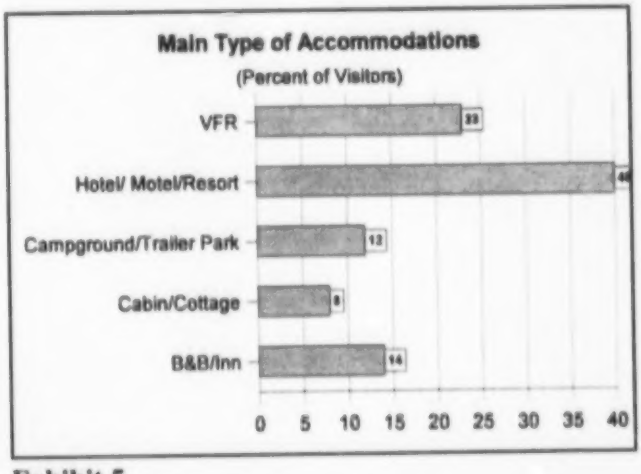
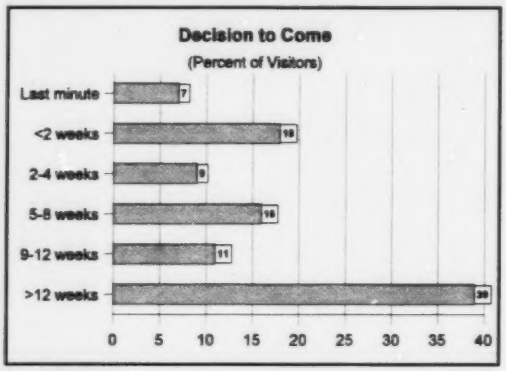


Exhibit 5

The majority (66%) of visitors who overnighted in the Summerside tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (34%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 53% of overnight visitors to the Summerside tourism region and families with children less than 18 years old accounted for 22% of overnight visitors. While visitors travelling in groups accounted for 17% of visitors and single travellers accounted for the remaining 8% (Exhibit 7).



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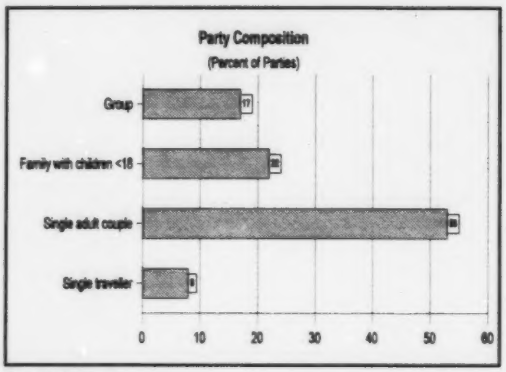
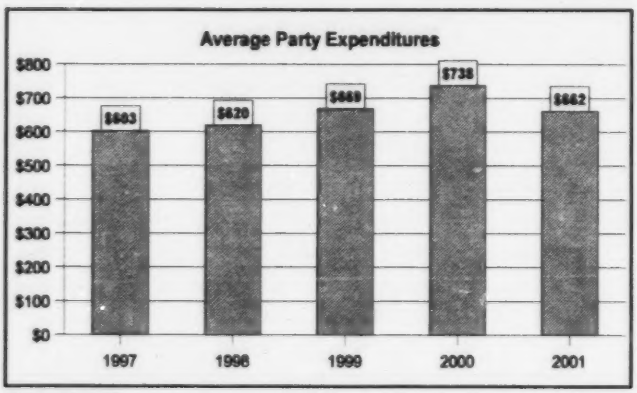


Exhibit 7

Although average party expenditures for visitors who overnighted in the Summerside tourism region increased by almost 1% from the previous four year average, it decreased 10% from $738 in 2000 to $662 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and auto related accounted for 66% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the Summerside tourism region was $21.9 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*



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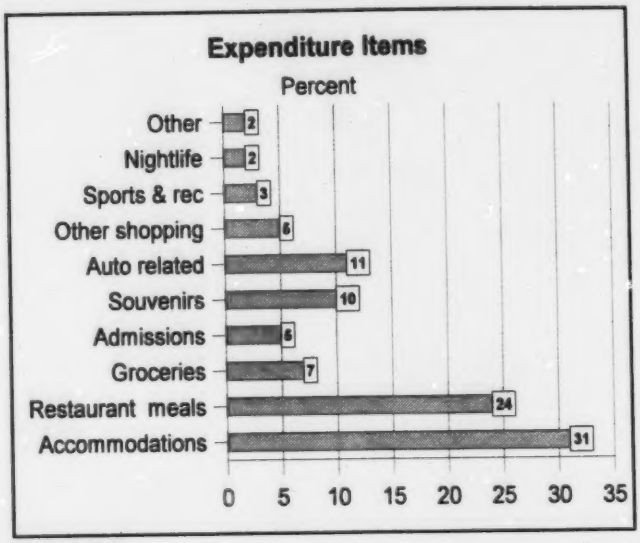

Exhibit 9

The majority (76%) of overnight visitors to the Summerside tourism region were over 40 years of age, fifty-six percent had annual household incomes over $50,000 and fifty-five percent worked full time. Overnight visitors to the Summerside tourism region spent an average of 4.3 nights in Prince Edward Island (Exhibit 10).

Summerside Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	24%	18%	25%	28%	24%
	40+ years	76%	82%	75%	72%	76%
Income	<$50,000	47%	42%	40%	31%	44%
	$50,000+	53%	58%	60%	69%	56%
Employment	Full Time	60%	56%	52%	60%	55%
	Retired	25%	34%	32%	20%	27%
	Other	15%	10%	16%	20%	18%
Nights in PEI		4.4	4.4	4.6	4.2	4.3

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the Summerside tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

Summerside Overnight Visitor Activities	
Activity	**Percent of Visitors**
Sightseeing	75%
Souvenir shopping	71%
Beach visits	60%
Driving tour	58%
General merchandise shopping	49%
Visiting friends/relatives	43%
Experiencing Acadian culture	41%
Lobster suppers	40%
Visiting national parks	39%
Visiting historical/cultural attractions	37%

Exhibit 11

Section 11. West Prince Tourism Region

Visitor and economic impact information for this region is based on 122 responses from the 2001 Tourism PEI follow-up telephone survey. With this sample size, there is a 95% level of confidence that values are accurate within a range of +/-8.86%.

Based upon the 2001 follow-up telephone survey of visitors to Prince Edward Island, it is estimated that 4.1% of all pleasure visitors to Prince Edward Island between May 13th and October 31st reported the West Prince tourism region as their main overnight destination. Visitations to the West Prince tourism region showed no change over the previous four-year average (Exhibit 1).

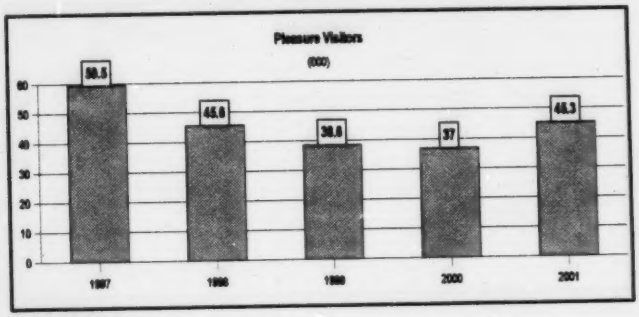

Exhibit 1

Maritime and Ontario origins accounted for 64% of the overnight pleasure visitors to the West Prince tourism region in 2001 followed by New England at 13% and Other Canada at 6% (Exhibit 2).

	Visitor Origins (Percent of Visitors)		
	1999	2000	2001
Newfoundland	3	1	1
Nova Scotia	6	21	22
New Brunswick	11	19	12
Quebec	5	7	4
Ontario	46	22	30
Other Canada	5	6	6
New England	11	13	13
Mid Atlantic	5	7	4
Other US	5	4	5
International	4		3

Exhibit 2

The main travel motives expressed by overnight visitors to the West Prince tourism region included: just to see PEI (31%), VFR (24%) and rest and relaxation (12%) (Exhibit 3). The majority (73%) of overnight visitors to the West Prince tourism region were repeat visitors (Exhibit 4).

Main Travel Motives (Percent of Visitors)	
Just to see PEI	21%
VFR	38%
Personal	10%
Rest, Relaxation	19%
Sightseeing	2%
Other	10%

Exhibit 3

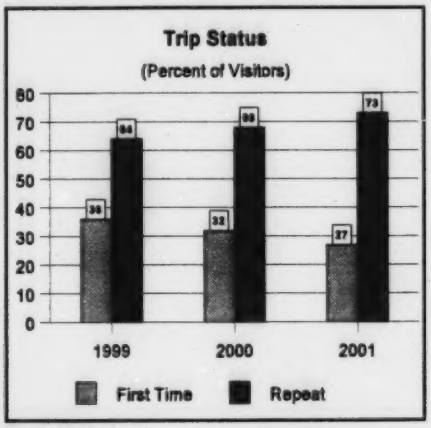

Exhibit 4

In 2001, 68% of overnight visitors to the West Prince tourism region stayed in paid accommodations and 32% overnighted in non-paid accommodations with friends or relatives (Exhibit 5).

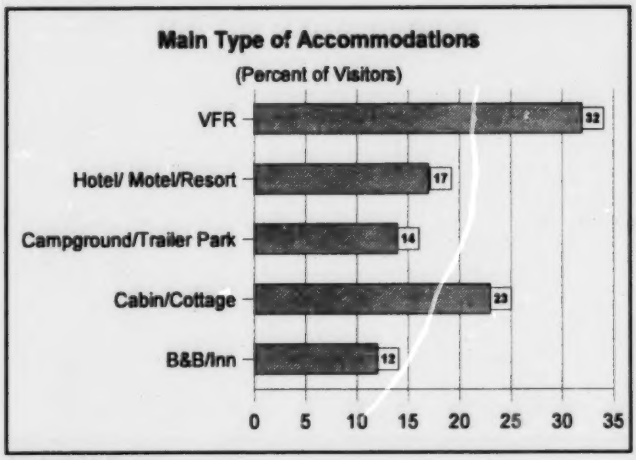

Exhibit 5

The majority (66%) of visitors who overnighted in the West Prince tourism region made their decision to come to Prince Edward Island more than four weeks prior to their departure. The remaining visitors (34%) made their decision to come to PEI four weeks or less before their departure (Exhibit 6).

In 2001, single adult couples accounted for 46% of overnight visitors to the West Prince tourism region and families with children less than 18 years old accounted for 32% of overnight visitors. While visitors travelling in groups accounted for 15% of visitors and single travellers accounted for the remaining 7% (Exhibit7).

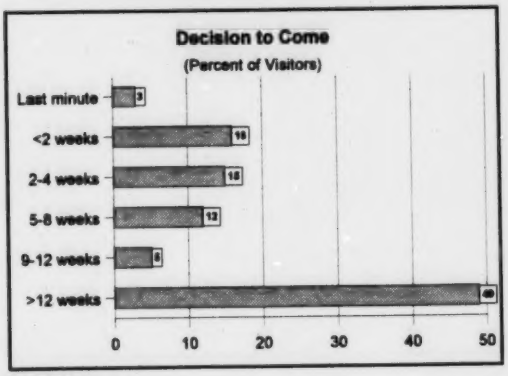

Exhibit 6

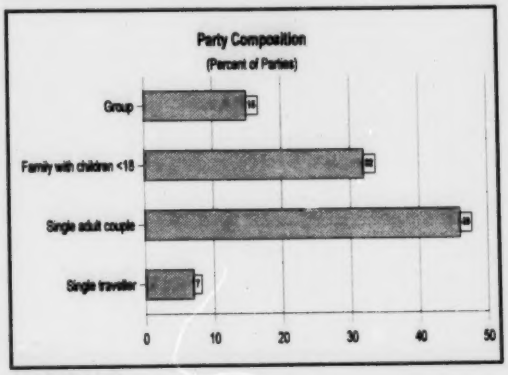

Exhibit 7

Average party expenditures for visitors who overnighted in the West Prince tourism region increased 30% from $682 in 2000 to $889 in 2001 (Exhibit 8). In 2001, three expenditure items, accommodations, restaurant meals and groceries and liquor accounted for 64% of total expenditures (Exhibit 9). It is estimated that total expenditures by visitors who overnighted in the West Prince tourism region was $14.4 million in 2001. *(Please note that all of these expenditures may not have occurred in the main overnight region.)*

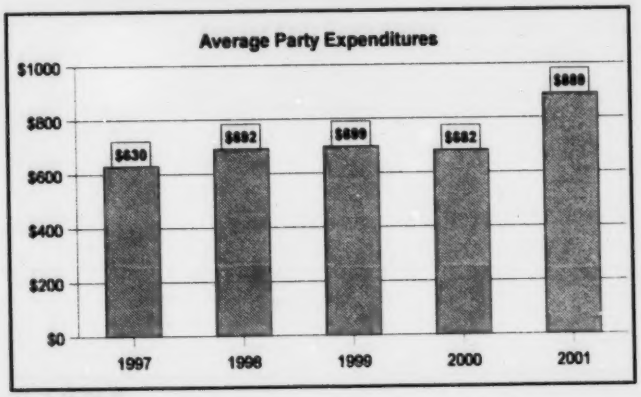

Exhibit 8

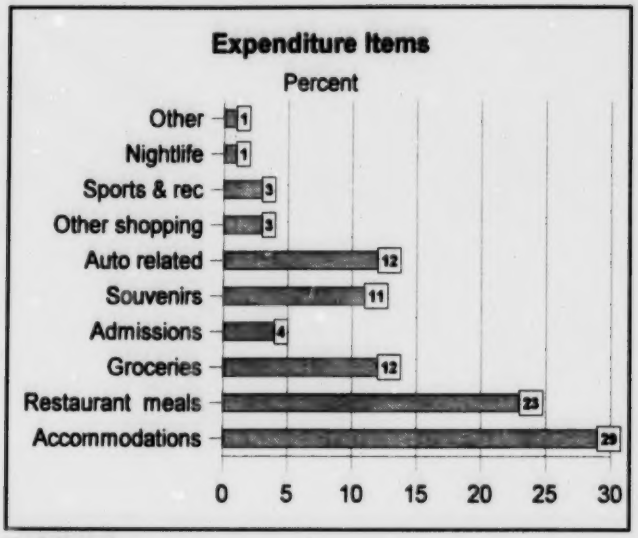

Exhibit 9

The majority (76%) of overnight visitors to the West Prince tourism region were over 40 years of age, fifty-six percent had annual household incomes over $50,000 and fifty-five percent worked full time. Overnight visitors to the West Prince tourism region spent an average of 6.4 nights in Prince Edward Island (Exhibit 10).

West Prince Overnight Visitor Demographics						
		1997	**1998**	**1999**	**2000**	**2001**
Age	<40 years	27%	18%	23%	42%	24%
	40+ years	73%	82%	77%	58%	76%
Income	<$50,000	41%	50%	34%	33%	44%
	$50,000+	59%	50%	65%	67%	56%
Employment	Full Time	58%	56%	53%	57%	55%
	Retired	21%	30%	29%	29%	27%
	Other	21%	14%	18%	14%	18%
Nights in PEI		5.1	6.6	7.3	4.6	6.4

Exhibit 10

The top ten activities enjoyed by visitors who overnighted in the West Prince tourism region during their Prince Edward Island vacation in 2001 are listed in Exhibit 11.

West Prince Overnight Visitor Activities	
Activity	**Percent of Visitors**
Sightseeing	78%
Beach visits	77%
Souvenir shopping	70%
General Merchandise shopping	57%
Driving tour	49%
Visiting friends/relatives	49%
Lobster suppers	41%
Visiting historical/cultural attractions	40%
Visiting national parks	38%
Experiencing Acadian culture	36%

Exhibit 11